Sales Management

THE MAGAZINE OF MARKETING

Marketing on the Move

Re: Planning Ahead to '65!

Read for Background...

- ✓ The Coming Battle of the Packages
- ✓ How to Keep Track of Your Competition
- ✓ Everything's Growing Down on the Farm
- ✓ Are Women on Your Side?
- ✓ What's Round the Bend in Advertising?
- ✓ The Men You'll Need Tomorrow
- ✓ The Meaning of "Fission" in Markets

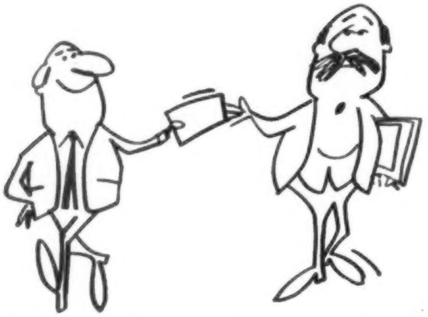
Study for Forecasts... | Rankings of all cities (25,000 population or more) in 9 categories

1959-1965 Population, Income and Sales Projections for 298 Areas

NOVEMBER 10, 1959

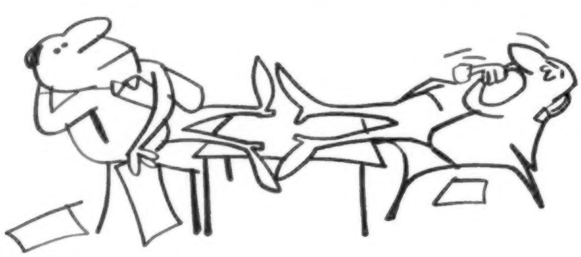
$2.00

"Jones, let's give the salesmen some real inspiration this year . . . do something really different."



"Johnson, let's do something new sometime at a sales meeting."

"Smith, we'd better start working on another sales meeting preparation."



"Biggs, get going on the sales meeting. Use last year's routine as the guide."

There's been a lot of enthusiasm lost along the way. And the pity is that the lack of enthusiasm will probably carry right over to the salesmen coming in for training. There is a way, however, to capture top level thinking and pass it on intact. Our business is to help you do the job.

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Sales Management

THE MAGAZINE OF MARKETING

November 10, 1959 Volume 83 No. 12

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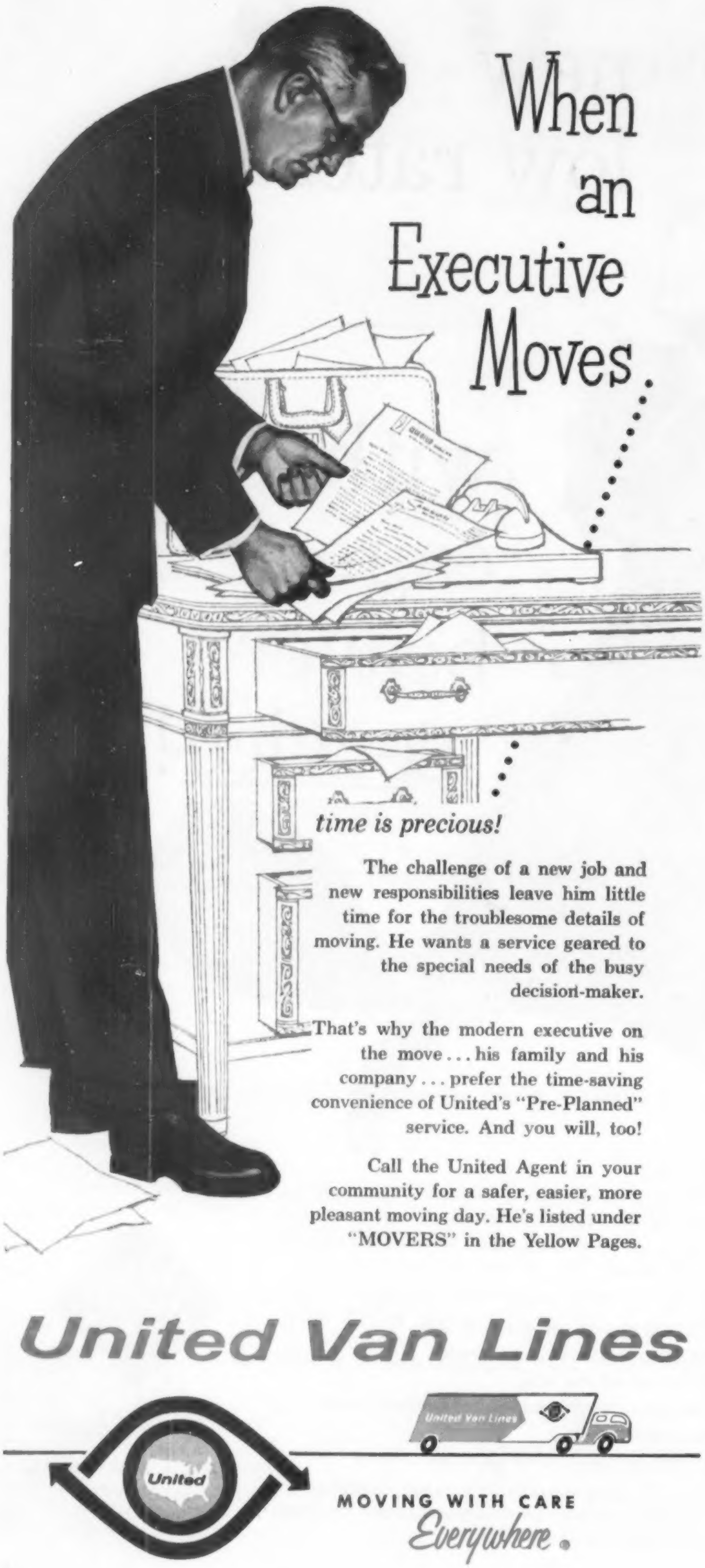

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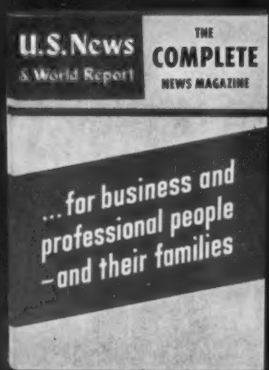

Here's a dramatic indication of what happens when people move up the ladder to better jobs, more responsibilities, and higher incomes.

Just ten years ago, the circulation of "U.S.News & World Report" was 369,000.

Five years ago, the circulation was 703,000.

Today, the net paid circulation (January-June) averages 1,136,847 weekly!

What brought this growth about?

Did the magazine change?

No.

Did people change?

No. Just more of them stepped into the ever-growing number of managerial positions, and discovered the *usefulness* of the news in "U.S.News & World Report."

These important people are busy people. They seldom have time for more than one news magazine. Research shows that "U.S.News & World Report" subscribers do not, to any appreciable extent, subscribe to any other news magazine. In "U.S.News & World Report" they find the complete news of national and international developments that they use in their business planning, in their decisions, and in their personal and community living.

Result—national advertisers gave "U.S.News & World Report" the biggest advertising page gain for the ten year period 1948 to 1958 of any news or management magazine, and this holds true for the first half of 1959 as well.

Advertisers find that they cover, in a single magazine audience, a major segment of the important people throughout American business, industry, finance, government and the professions. These people are *leaders* in business and in the community. Four out of five "U.S.News & World Report" subscribers hold managerial positions. Family incomes average $15,009—highest of all magazines with more than 1,000,000 circulation.

Advertisers also find that they cover this important high-income managerial market in "U.S.News & World Report" *at a lower cost per thousand than in any of the other news and management weeklies.*

Ask your advertising agency for the advertising facts about "U.S.News & World Report" as they apply to your company's objectives and your markets. Or contact any of our advertising offices in the cities listed below.

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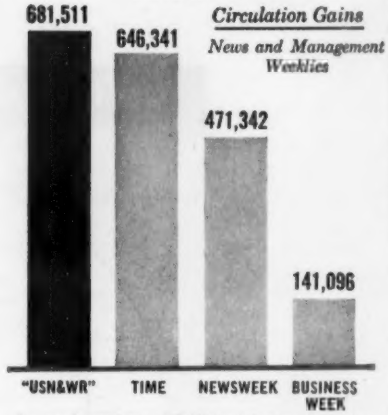
Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

NET PAID CIRCULATION IS NOW

1,136,847

Average net paid circulation, January-June, 1959, based on Publisher's Statement to the Audit Bureau of Circulations

FIRST IN CIRCULATION GROWTH 1948-1958

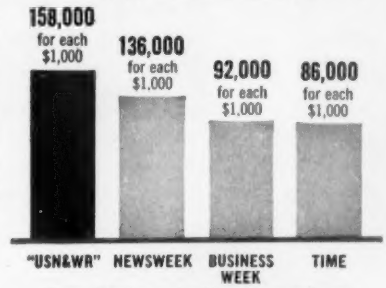


Source: Comparisons of Publishers' Statements to the Audit Bureau of Circulations

FIRST IN MANAGERIAL COVERAGE PER ADVERTISING DOLLAR

"U.S.News & World Report" delivers more managerial readers per dollar than any other news or management weekly.

WHAT EACH $1,000 BUYS IN MANAGERIAL COVERAGE

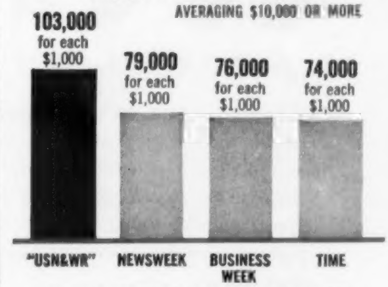


Source: Based on each publisher's own audience information and current rate cards.

FIRST IN HIGH-INCOME COVERAGE PER ADVERTISING DOLLAR

"U.S.News & World Report" delivers more high-income families per dollar than any other news or management weekly.

WHAT EACH $1,000 BUYS IN COVERAGE OF FAMILIES AVERAGING $10,000 OR MORE



Source: Based on each publisher's own audience information and current rate cards.

Marketing on the Move

To: Sales Management Readers
From: The Editors
Re: Planning Ahead to '65!

The long-awaited and much-heralded decade of the '60's is at our doorstep. Frankly, despite many favorable-to-sales factors -- such as more people, more money and more desires -- what's in store for marketing as a whole is largely unpredictable.

We admit this freely, because although we can measure the potential market for goods and services in the years ahead, we cannot predict nor control the sales efforts, advertising ingenuity or marketing aggressiveness of industry. Sales just won't happen -- regardless of potential -- unless sales management makes them happen.

We can say this, and we can say it with confidence, that no matter what industry in general may do, there is a terrific sales opportunity in the decade ahead for those companies that are willing to plan and to work and to sell.

This issue is devoted to step one in the 3-part formula--planning.

In its articles you will find ideas, market analyses, and predictions by some outstanding people. You will find, in our 2-part statistical section, some very valuable projections of population, income and sales. These, coupled with your own market and sales knowledge, are the basic tools that you can use to plan for profit, to get ready for sales, to cash in on opportunity.

Marketing is on the move. It is moving with giant steps. Decide now if you will lead, keep pace or fall back. You must decide now. There is no delaying your decision. You will be in 1965 whatever you plan to be today.

Use this issue as a guide, as an inspiration, as a planning tool. We've put our best into it. We hope you will get much good out of it. We strongly hope that it will help you to greater success in the 60's. Good luck!

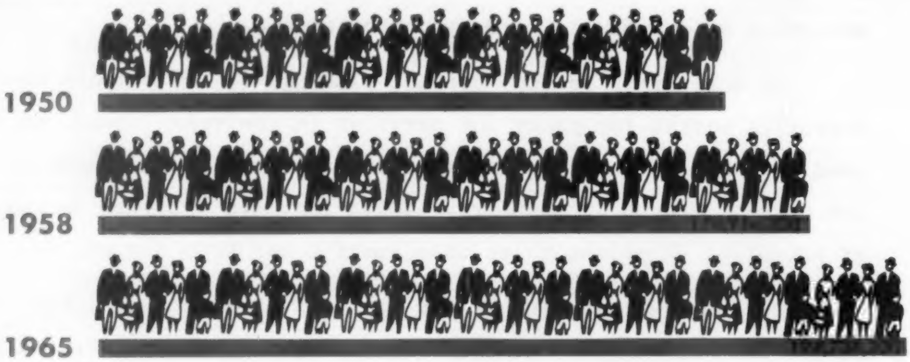
The Editors

Marketing on the Move

Five Significant Trends that Will Change Tomorrow's Marketing

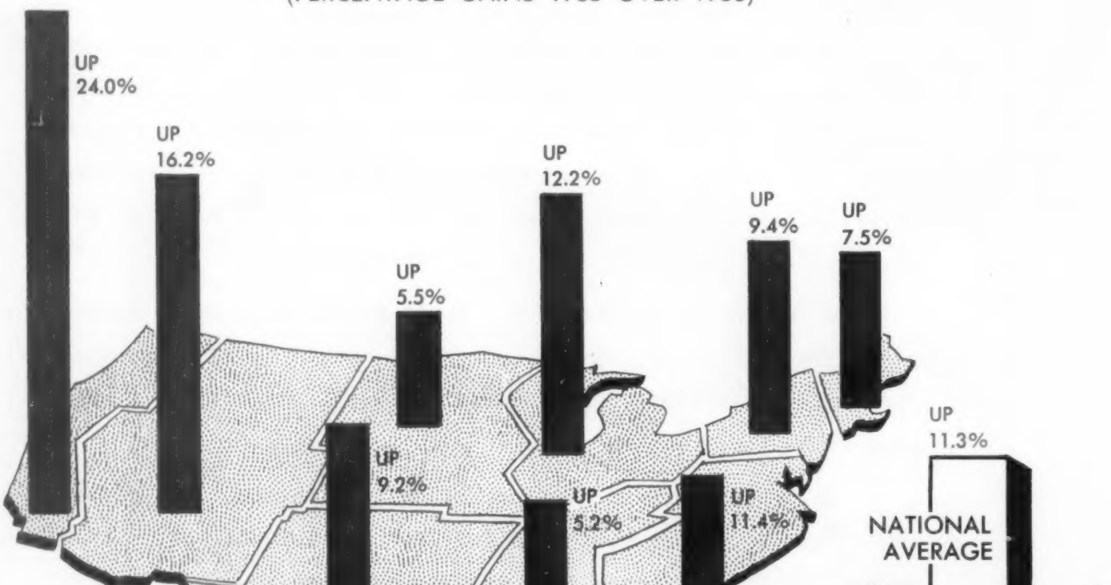
People make markets; so when the structure of the population changes, so must marketing. Here are five significant long-term changes that will continue to affect markets through 1965 . . .

1 There Will Be More People . . .



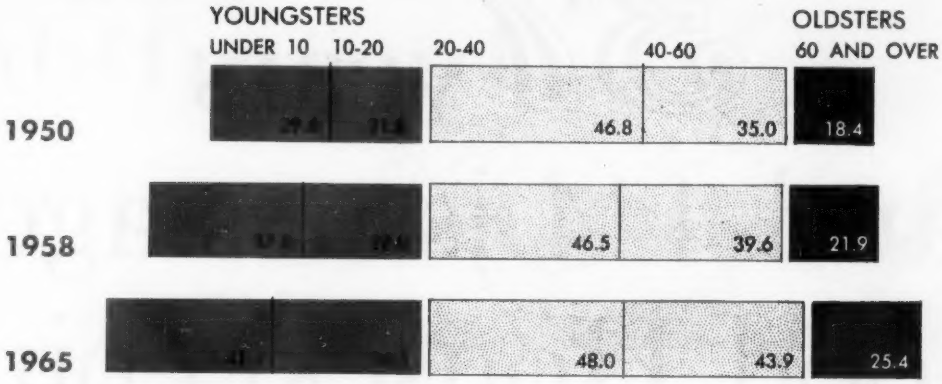
2 . . . and They'll Be Living in Different Places

(PERCENTAGE GAINS 1965 OVER 1958)



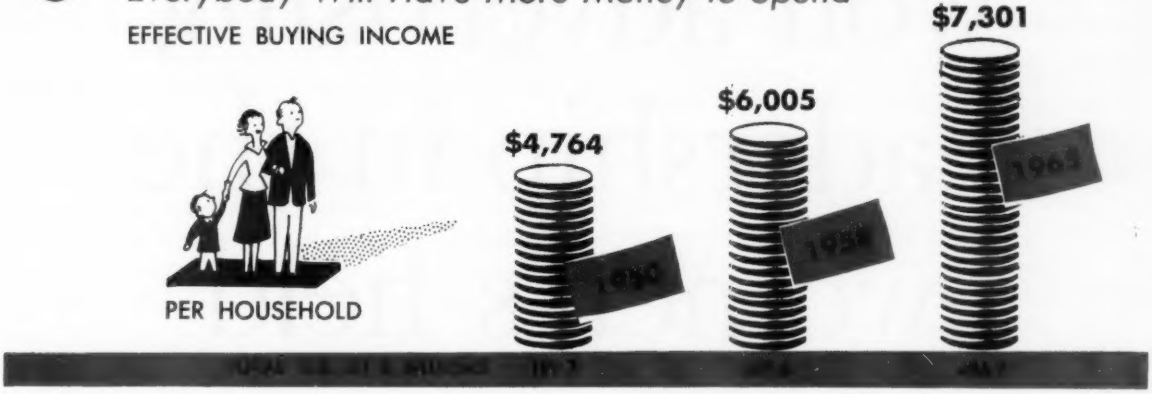
3 *There Will Be More Youngsters, More Oldsters . . .*

FIGURES IN MILLIONS



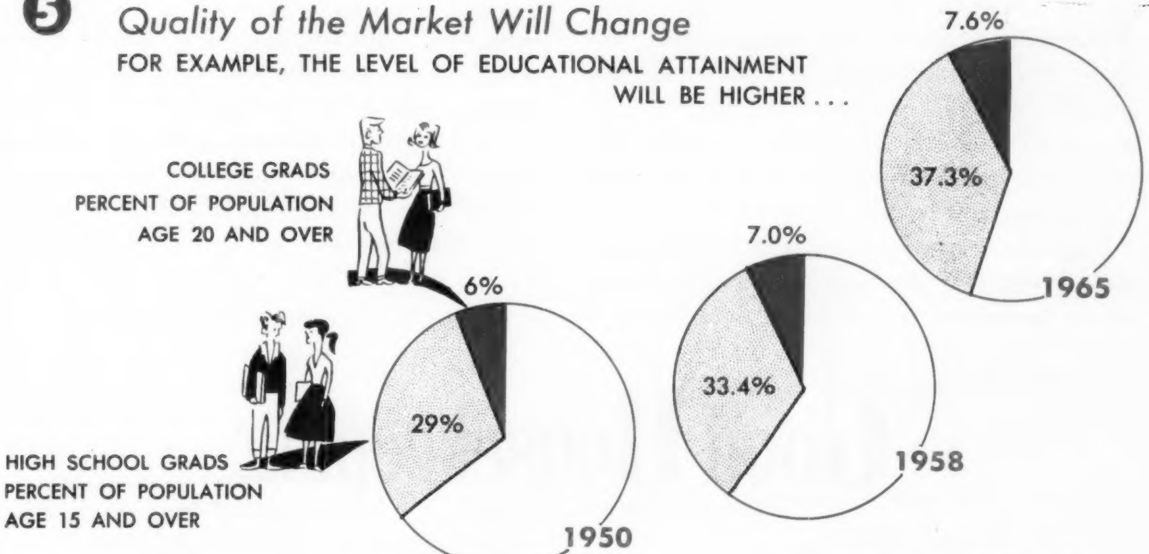
4 *Everybody Will Have More Money to Spend*

EFFECTIVE BUYING INCOME



5 *Quality of the Market Will Change*

FOR EXAMPLE, THE LEVEL OF EDUCATIONAL ATTAINMENT WILL BE HIGHER . . .



Sources: Sales Management's Survey of Buying Power and its Market Statistics Dept.
U.S. Dept. of Commerce, Bureau of the Census.

How to be subliminal

Printed ads are not normally accused of being subliminal. The words and pictures are clearly visible and well above the "threshold of perception" under which subliminal messages slip into people's minds.

Yet every ad, printed or otherwise, does project its subliminal message. This message is not consciously seen or heard; it is sensed. It is projected by the "tone" of the ad, the invisible, inaudible overtones which emerge from between the lines. It is what determines how your prospects feel about your product and your company, and its effect usually endures and motivates long after the literal message of your ad is forgotten.

The right tone can make an ordinary campaign effective and a good campaign great. The wrong tone diminishes the value of any advertising. Leaving tone to chance is one of the most common methods of wasting advertising money.

It is easy to define the procedure for controlling this all-important invisible element in your advertising: Decide what you want people to feel about your product and your company and then control all of the tangible elements in your ads so that they project this intangible feeling.

But the execution is far from easy. Soul searching is never easy, and that is the first step. Just exactly what do you want people to feel about your product and your company? The price line or the quality line? A company dynamically probing the future, or one tied solidly to proven fundamentals? Folksy or aloofly dignified? What feeling will sell most merchandise—not just next month but during the next decade?

Once you have decided upon the subliminal message you want to project, the second step is simply this: *Never forget it.* Don't let your agency forget it. Think of it when you're planning campaigns, and above all think of it when you are *approving* ads. Resist the temptation to fall so in love with an individual ad that you fail to hear that its tone is a sour note in the campaign.

In working with our clients, we make a point of considering "tone" the all-important unseen selling element in every campaign. We've put together in booklet form a number of campaigns whose tone has been heard consistently at the cash register. It is called, "RESULTS: The Product of Good Advertising." We'd like to send you a copy.

Marsteller, Rickard, Gebhardt and Reed, Inc.

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DWIGHT PAULHAMUS
Western Regional Sales Manager
STOKELY-VAN CAMP, INC.
Oakland, California

A Native "Puget Sounder" Discusses Tacoma.

While discussing Western markets, Mr. Paulhamus made the following comment regarding the Pacific Northwest: "As a native of the Puget Sound area I have always recognized the powerful influence of The TACOMA NEWS TRIBUNE in Washington State's second market. We've found by experience we cannot cover this market without the concentrated circulation of this newspaper. That's why we always include the News Tribune when we advertise in the Pacific Northwest, one of our more important market areas."

Think Twice About Tacoma

The Tacoma market is Washington State's 2nd market; the News Tribune is the No. 2 evening newspaper in circulation and advertising linage.

The Tacoma News Tribune delivers more than 84,000 daily circulation in the Tacoma market . . . more than 7 times the combined circulations of the Seattle dailies in this market.

TACOMA NEWS TRIBUNE

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PREDICTIONS . . . of Things to Come in Packaging

1. More and more awareness of packaging as a competitive force.

2. Higher frequency of package changes.

3. Some exciting new materials, new processes.

4. Possible reaction against "over-packaging."

5. "Discovery" of packaging by industrials.

6. More research to take the gamble out of package investment.

7. More year-round package programming.

By WALTER LANDOR
Walter Landor and Associates

Packaging is entering what may well prove to be the most dramatic decade of its history.

We may even be on the threshhold of an era when the package will assume importance second only to the usefulness or quality of the product. In some instances the package may call for more careful research than the development of the product it contains.

Thinking in terms of the next five years, what specific major developments are likely?

1. *There will be a heightened awareness of packaging on the part of all those concerned with marketing.*

The package has already become one of the strongest competitive weapons in the battle for markets and customers. This emphasis on packaging can only intensify, for a number of reasons:

a) In many lines noticeable differences in product performance have been wiped out insofar as major brands are concerned. A consumer who enters a super market to buy, for example, a box of chocolate cake mix or a can of floor wax, feels confident that any one of the familiar brands will give good performance. Performance of products in general is so universally high, in fact, that consumers often find it hard to make a choice. For the same reason, each manufacturer has a problem in advancing selling points that will give his product an edge over its competitors. So, packages take the spotlight, with the result that, more and more,

people are actually buying an image of the product as expressed by its package.

b) The package or label becomes the symbol through which the consumer identifies herself with the product. It is the only physical and tangible means of communication between the manufacturer and the consumer.

c) Changes in the distribution process, which increasingly eliminate the retail sales person, leave no human voice to extol the merchandise, recommend one brand in comparison with another, or help the consumer to evaluate and choose. The package has to tell all . . . and "talk" fast.

d) If consumers are responding to an image of the product as expressed by the package, more and more frequently that image is being projected, not only at point-of-purchase, but through the advertising media used for promotion. Much advertising today features the package as a matter of course.

e) If there should be a business setback during the next five years or so, packaging might become a lifesaver to marketing men. This is exemplified by what happened during the recession of the mid-fifties when cutbacks in new capital expenditure left less money for new product design and development. Because effects could be gained without retooling, during that period many manufacturers shifted their attention from product design to packaging in an attempt to suggest newness or gain advantage in display. In some industries, companies began for the first time to explore packaging as a competitive weapon. Even the cigarette companies, for example, began to see packaging as a dynamic factor in marketing. If any downtrend in business should threaten, marketing men would be wise to be alert to the extra potential in package innovation.

2. *Package changes will become more frequent.*

One important factor in the emphasis on packaging is the consumer's growing receptiveness to — even expectation of — change, especially change that results in greater convenience. Another is the ever more important role of the packaging supplier.

Traditionally, the designer has worked with the manufacturer to create packages and then turned them over to the supplier for execution. Now the supplier is taking a far more active part in the development of packaging methods and forms, applying this creative approach to entire industries.

We shall see more and more of this as the supplier's confidence in his ability to bring new ideas to the manufacturer increases. Packaging suppliers are becoming bigger and fewer through consolidation, their services, more comprehensive in terms of materials and technical resources. In itself this will stimulate package change as suppliers vie with one another to provide new ideas. Manufacturers will be able to draw upon innovations, not only in surface design, but in all manner of technological and structural devices.

Competition between materials is intensifying. The efforts of suppliers of traditional material to hold their own against new materials will prod manufacturers into re-examining the virtues and deficiencies of existing packages and of possible advantages to be gained through the use of new ones. We shall be in for some surprises. An insect-spray manufacturer a decade ago would hardly have guessed that as much as 90% of his production might go into pressure containers, where approximately 30% of the cost of the product is invested to provide greater convenience.

Willingness of the consumer to pay more for convenience in use of a product, as represented by technological advances in packaging methods, also will provide a climate for faster package change. Every day we see such advances being made through cooperation between the industrial designer and the suppliers' engineering staffs, and adopted by alert manufacturers.

Another stimulating factor is distributors' and dealers' alertness to new or different features which might help them in their battles with competition. The manufacturer realizes that he must provide the trade with something new to put before the public from time to time, but it is often difficult to come up with completely new products or to develop new uses. Packaging offers a company the means for creative fresh appeal.

3. *More new materials, new processes, will emerge.*

The need for innovation will, of course, hasten the discovery of new materials, new processes and new packaging machinery devices. These in turn will stimulate packaging changes. We need not expect standard materials to become obsolete, but there will be shifts in usage, and adaptations of old materials to new uses, alone or in combination with others. A material losing out in one industry may make gains in another. Superseded for one kind of package, it may find itself used in fresh ways elsewhere. Milk, for example, almost everywhere, has gone into fibre cartons—but glass continues to find new uses, sometimes replacing tin (as, currently, in herb and spice packaging).

Competition in the next five years may cause materials to go so far as to "borrow" one another's qualities or advantages. It is a curious and interesting fact that each material seems to be seeking to incorporate in itself the qualities of some other material or of all materials. Can we look for a synthesis that will provide, before long, the ideal packaging material? Our minds should not be closed to such a possibility. Technology is moving fast.

We are likely to see an answer to the constant demand for rigidity with less weight. Already, plastic on paperboard gives us a material that is both lightweight and rigid, but here visibility is lacking.

For products making integral use of the package as a dispenser, plastics may supplant paperboard cartons in a growing number of instances. We should see the development of plastics with the ability to take boiling liquids, fitting this material for many fields now closed to it. Plastics also will gain ground as increasing demand decreases cost, while, conversely, paperboard prices go up due to higher costs for the labor involved in growing and producing lumber.

Foil will war on paper products and glass will be fighting to hold ground against a number of materials, including foil and foil laminates. This will be particularly evident where dispensing qualities are sought and visibility is of less importance.

At the present time many products in need of special protection, such as cigarettes, soda crackers and other perishables, have packages with packages, up to two, three or even more layers—a wax paper bag, foil paperboard carton, cellophane overwrap, and so on. It seems logical to predict that before too long technology will provide the advantages of the multiple package with a one-layer material. Along with it should come more self-opening and self-closing devices for preservation and protection of the package contents while in use. The one-layer protective package probably will be of some plastic material embodying the aggregate qualities of the several now used, or else a laminate of several materials. Peering a little further out, we may even be heading

toward the development of a material which will combine the versatility of plastic with the strength of steel.

But interesting and important as new materials may be, no material is better than the use made of it. Design makes the difference in what is, after all, available to all. To harness the new inventions and developments to marketing requires a synthesis of the efforts of the technicians with those of the creative industrial designer.

4. *We may encounter a point of diminishing returns where higher packaging costs become uneconomic because of price resistance.*

While present trends seem to indicate no limit to what consumers will pay for product preservation and convenience in storage and handling as well as in intrinsic beauty, marketing men might be wise to consider a degree of change in this attitude and prepare for it. Quite possibly a reaction may set in. This is not to predict a return to cracker-barrel days, but the consumer may well start to resist over-packaging and begin to favor products that seem to be packaged with the utmost economy.

For some products, the trend may be for a 2-way divergence from the present middle ground to an economy package on the one hand and a luxury package on the other. We may see a growth in economy package sizes and economy packaging methods in certain directions, even as very elaborate packaging gains ground elsewhere.

One potential influence on the economy package trend is the possible swing to kitchen appliances and cabinets with dispensing devices, motivating consumers to buy in bulk cartridge-type packages to store at home in freezers, refrigerators and at room temperature. Brand emphasis will be even more important in such habit purchases.

In all fields we may look towards reduction in costs, not only because of improved packaging methods, but also because of the condensation of one product into the smallest possible packaging space—larger amounts in smaller packages. Speeding up this process will be the growing demands on dealer shelves and display units, where more and more products compete for space.

Retailers will make their influence felt more in packaging. We can forecast retailer "vigilante committees" which will put pressure on manufacturers to plan packaging with an eye to stocking and display of the maximum number of products and brands in a minimum of space. This is an important trend, now detectable among alert groups of dealers in some retail fields. It should be watched and heeded.*

5. *The makers of industrial products will discover the sales power of packaging.*

One of the greatest packaging explosions may come on the industrial products front. In the case of products sold to industry, "packaging" is a generic term covering everything that happens in the marketing process. Even the purchasing agent has his preferences. He is influenced by the appearance of a packaged product and by its manufacturer's overall corporate image as expressed at every point of contact from the salesman's calling card to the container used for shipping.

In each industry we have seen a few excellent examples of packaging awareness as carried through with the industrial product. The astonishing thing is the time lag between the advanced pioneering of the few progressive companies, and general recognition in industrial fields of the marketing advantages inherent in packaging. But recognition of the need for improved industrial-product packaging is growing fast and may soon become epidemic. Two fields showing particularly strong evidence of this are electronics and farm supplies. In both industries, companies are now seeking to develop definite corporate identity—in both the narrow and broader sense—and the package is a primary tool for achieving that objective.

The recent Wescon show in San Francisco provided striking evidence of what electronics people are accomplishing in the way of package improvement. Not so long ago, a well-packaged product in this industry stood out by its welcome novelty. Among this year's 900 or so exhibitors, the relatively few poor packages looked like orphans among their kind. The general level of performance was quite good.

6. *More research and more testing will help to take the gamble out of original packages and package changes.*

When an industry or a company wakes up to the defects of its packaging and looks for remedies, the enthusiasm of the convert and eagerness for a new look may lead to headlong and ill advised action. Companies with long packaging experience may be inspected closely as examples of how best to proceed. From them, we may pick up hints, even if their products and fields of operation are different. Following their examples, a company anticipating package change or improvement should: (a) plan reasonably far ahead; (b) plan with product expansion and possible change in mind; (c) look before the leap—utilizing the skills and resources of research people and, (d) test and re-test, impartially and thoroughly.

Such a program needs an industrial designer who appreciates its wisdom and will cooperate fully. Some designers resist the intrusion of research agencies into their creative effort. Others, aware of manufacturers' growing research-mindedness,

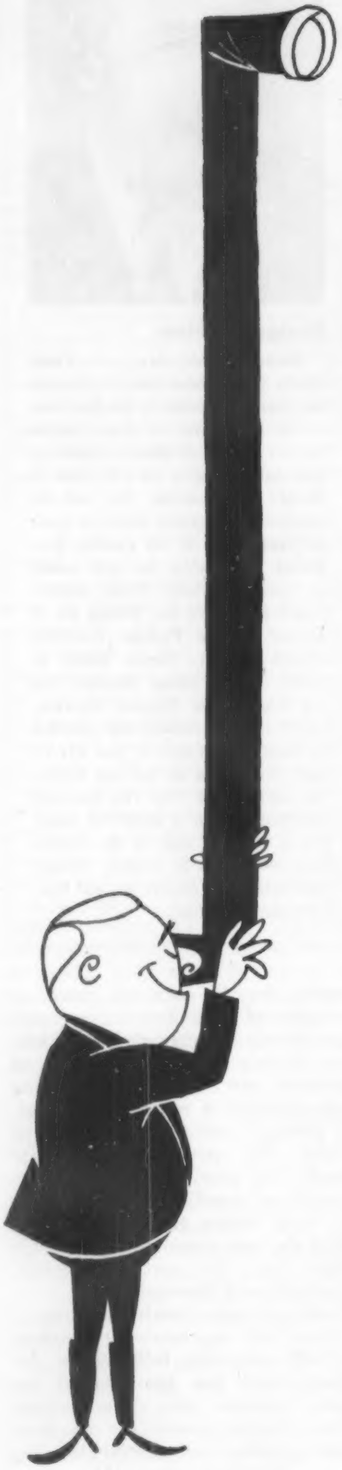
(Continued on page 68)

* See "Irate Grocers in Drive to Correct 'Bad' Packaging," SM, March 6, 1959.

Designing Man

Walter Landor, head of Walter Landor & Associates, industrial designers, hangs his shingle in San Francisco, a city famous for its taste. Landor has run the design gamut—everything from nail packaging for U.S. Steel to World's Fair exhibits. He and his associates have served clients in every geographic area of the country, performed their magic for such names as Lever Brothers, Philip Morris, Crown Zellerbach, the Kellogg Co. A director of the Package Designers Council, he also travels widely in search of new design concepts. He was educated in England, Germany, France and Switzerland, was awarded an honorary doctorate of fine arts by California College of Arts and Crafts. The Landors and their two teen-age daughters live in a delightful house with a stunning view of the Golden Gate. He relaxes by strolling through super markets to observe Mr. and Mrs. Consumer's reactions.

Marketing on the Move



How to Keep Track of

How can you know what you're doing—or how you're doing it—if you don't watch what THEY are up to? Here's how to keep tabs on competition—what to look for and how to find it—to avoid being caught short.

By ALFRED B. De PASSE
and
J. STEWART FLECK
Barrington Associates, Inc.
Management Consultants

More sales and profits have been lost because of a lack of up-to-date information than because of poor judgment. And one of the most fruitful sources of information is often overlooked because it's so close: competition.

Marketing management usually knows what competition has done in the past, but too few know enough about what competition is doing at the moment and what it is likely to do in the future. Without this information many marketing decisions become haphazard.

How much do you know about your competitors? Presuming that you recognize how valuable this information can be, we won't spend much time trying to convince you. Here are a couple of examples:

A large tool manufacturer lost three million dollars in sales one year because a competitor's new product made an entire segment of the tool company's line completely obsolete. As the sales vice president of the company later said, "The worst of it is that we could and should have known of the development. Had we known, we would have expanded our own product development efforts and brought out our new product that much sooner."

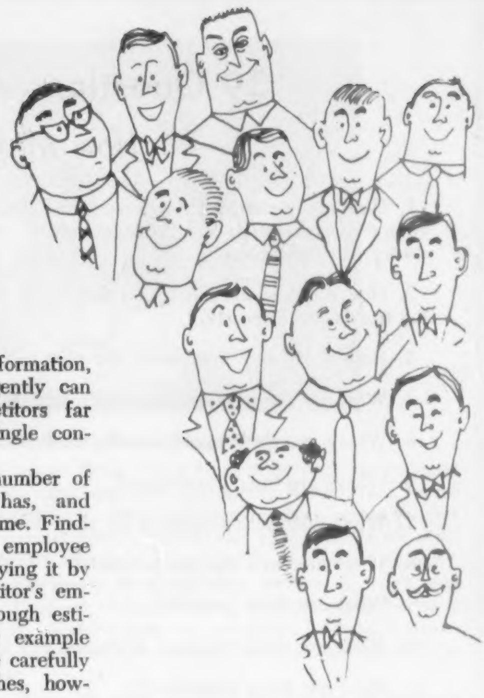
Several years ago a firm of consultants was engaged by one of the "big five" manufacturers in a particular industry to study its marketing operations. This manufacturer watched trade association reports showing its share of the market over many years and indicated with pride a move from the No. 5 position up to No. 3. The consultants confirmed this fact in their research and analysis; but in addition found that, while the client was watching the members of the association, a non-member had obtained a volume of business in the industry just short of the combined volume of the so-called "big five."

Instead of occupying a strong third position, this company had fallen into a weak fourth position because it did not known enough about all of its competitors.

As the vice president of the company sponsoring the revealing market study said at a conference of marketing executives, "It took the knowledge of what all our competitors—inside and outside our association—were doing to shake us out of our complacency and cause us to reexamine our marketing operations completely." Since developing total competitive information, this progressive company has increased its sales nearly 30%.

How can you use information about competitors? Many management decisions can be better made in the light of up-to-date facts on competitors—not to follow competition, but to enable management to keep ahead of competition. In gen-

Your Competition



eral, marketing executives find that knowledge of competition helps them to make vital marketing decisions more readily, more confidently, and more effectively in the following major areas:

- Establishing realistic sales forecasts and volume objectives by markets and products.
- Making strategic marketing plans for attaining objectives.
- Setting effective programs for implementing the plans.
- Measuring results.

Many companies, for example, find that share-of-market data is a better measurement of selling effectiveness than are total sales volume figures. One industrial specialty manufacturer had experienced moderate increases in sales and profits, and the president was satisfied until he learned that the company's share of the market had dropped from 25 to 14% in a little over three years. He was almost ready to relieve the sales manager until a market study disclosed important additional facts. When the company had its 25%, it was spending about 25% of the total industry expenditure on sales manpower and advertising. But two competitors increased their manpower and advertising while the leader remained the same.

When this company woke up, it found that its expenditure for manpower and advertising had dropped to 12% of the industry total–not 25%. Competitors, through more total selling power, were getting most of the increased volume in this growing industry. Share-of-market information and facts on competitors' selling power helped pinpoint a correctable weakness, even if somewhat late.

To be helpful, competitive information should be timely, should flow in continuously . . . and it should be put to work. Every company has many unused eyes and ears, and every member of the marketing organization should have a part in developing competitive information. Seemingly insignificant pieces of information, when put together intelligently can give a picture of competitors far more detailed than any single contributor could imagine.

Assume you know the number of employees a competitor has, and want to know his sales volume. Finding the average sales per employee in your business and mutiplying it by the number of the competitor's employees will provide one rough estimate of sales volume, for example (such an estimate should be carefully checked by other approaches, however).

Tracing the trend of a competitor's surplus account on his balance sheet for several years may provide a method for estimating his profits.

A reasonable estimate of a competitor's sales in a particular geographic area can be obtained by visiting sales outlets and measuring the stock of specific competitors in relation to other brands. The number of competitor's salesmen in an area, or the size of district sales offices and staffs will frequently also indicate a competitor's sales volume fairly accurately–assuming that his line is similar to yours.

Here's a six-point guide that you can use in developing a program of your own:

1. **Decide what you want to know.** Before attempting to collect competitive data, the Vice President of Marketing (or the top marketing officer, whatever his title may be) should decide what information is wanted, what it's going to be used for, and what form it should be in. This vital step of setting objectives can prevent waste of time and effort and can assure the development of useful information. The 39 questions on the facing page show some of the kinds of competitive information many marketing executives use.

2. **Find out where you can get it.** A lot of the information you want can be acquired easily and inexpensively. Competitors themselves will often be glad to exchange information, either directly or through a third party. Frequently a consultant is retained to collect, analyze, and disseminate information among cooperating companies without identifying the source of any particular set of figures.

Sometimes all you have to do is ask your competitors. Government publications, industry and trade publications, and newspapers also furnish a wealth of competitive data which can be used to guide marketing discussions.

Customers (executives, technical, production, purchasing, and sales personnel) often have and are glad to share competitive information which can result in better supplies and services for themselves.

Annual reports, quarterly financial reports, credit reports, and write-ups from investment advisors and brokers are sources of valuable competitive data.

You can keep up with competitive developments by purchasing and analyzing competitors' products, studying their catalogs and brochures, and checking their price lists.

3. **Determine who will do what.** Responsibility for the development of specific information is often assigned to:

. . . **The Market Research Department.** As more and more companies establish their own market research departments, the development of competitive data becomes a part of regular activity.

39 Questions about Your Competitors—

How Many Can You Answer?

1. How many competitors do we have? (including competitive materials and products outside your industry, if applicable.)

2. How much of the market do they have (including trends and forecasts)?

3. How have they fared over the past five years?

4. What are their marketing objectives?

5. Where are their manufacturing facilities?

6. Where are their warehouses?

7. What distribution systems do they have?

8. What are their current products?

9. What are their prices?

10. What are their standard discounts and terms?

11. How are their deliveries?

12. Is any one competitor concentrating on a particular segment of the market?

13. What future products are they planning?

14. What is their reputation in the industry?

15. What do customers think of them?

16. How are they organized for selling and marketing?

17. How many in the home office?

18. How many in the field?

19. What types of people do they have?

20. How's their turnover?

21. What kind of sales training do they practice?

22. How do they pay their people (including base salary, incentives, fringe benefits, etc.)?

23. Are they planning any acquisitions or mergers?

24. Are they building new plants?

25. Are they opening new sales offices?

26. What kind of new equipment are they buying?

27. How profitable are their operations (gross and net)?

28. How much authority do their salesmen have (on deliveries, special discounts, etc.)?

29. How do they support their salesmen (top- echelon contacts, financial assistance to customers, factory visits, 13-unit dozens, "push money, etc.)?

30. What are their billing practices?

31. What kind of sales promotion activity do they have (direct mail, promotional, personnel, etc.)?

32. What is their advertising program (theme, budget, publications, and media used, national or regional, cooperative programs, etc.)?

33. What is their returned-goods policy?

34. What are their warranties and guarantees?

35. What are their field service policies and practices?

36. How important is our market to their total business?

37. How much total selling power (direct sales plus advertising and promotion plus staff) does each competitor have?

38. How does the total selling power of each compare with its share of the market?

39. How much do they know about us?

. . . **Field Sales Personnel.** This is one of the best channels to use for the development of information about competitors, and it is a channel that has been neglected by many companies. With the proper tools (such as well-designed and simply prepared call reports and competitive files), salesmen can easily and quickly and effectively obtain and send to headquarters timely information for sales-management use.

. . . **Other Company Personnel.** The Credit Department, Purchasing Department, and Technical Service Department should be instructed to systematically report to Marketing Management information which comes to them about competitors' operations and products.

. . . **Management Consultants.** Studies to develop and analyze large and diverse kinds of competitive information in relatively short periods of time, ranging from a week to a few months, are often assigned to professional management consultants.

4. **Train and stimulate all participants.** Many salesmen and others fail to report significant information simply because they don't realize its value or their responsibility. Marketing executives with organizations which report and analyze competitive developments find that:

. . . Personnel with a responsibility to develop competitive data must understand their responsibility clearly and must be continually reminded

of it—through such things as position descriptions, supervision, and other communications devices such as bulletins, sales meetings, and performance evaluations.

. . . Special training helps, too. Such training programs—which are frequently conducted for market research personnel as well as for salesmen, field sales managers, and others —can be used to increase ability to determine the best source of information, ask the "right" questions, evaluate information received (including the ability to distinguish between facts and opinions) and organize and present information in the most useful form. Sales training in the marketing concept also helps sales personnel to be more alert to competitive developments in the market.

Two Bringers of Order from Marketing Chaos

Co-authors J. (for James) Stewart Fleck (l) and Alfred B. De Passe are marketing consultants for Barrington Associates, Inc., with headquarters in New York. Except for a mutual talent for organization, a consuming interest in marketing and the fact that both are commuters, they're as different as they look. Fleck was educatd as an industrial engineer, spent his first eight years of business life on work simplification, methods and standards for Montgomery Ward and Benix Aviation. It wasn't until 1946, while he was assistant director of manufacturing for Bendix, that he found himself on the marketing side. Marketing came into the picture when he developed a long-range marketing plan to help his company make the production switch from war effort to consumer goods.

De Passe has had experience in every major marketing function and has marketed a wide range of products. (Here's what came up under "S" in his list: springs, sporting goods, silicone chemicals, saws, shoes, saxophones, surface coatings and smoke detectors!). He's worked for such firms as General Electric, Walter Kidde & Co., Alco Products. A Columbia graduate, he's author of Small Plant Management.

5. Put the information to work. It doesn't do any good to have a file—or a dozen or more files—on competitors, unless the information is used by those who need it.

Three examples of what the marketing vice president or director of marketing can do:

(a) Check his sales policies and programs. (Should sales effort be increased? Should prices or terms be modified?)

(b) Take a fresh look at the overall effectiveness of his sales and marketing operations. (Is the marketing organization designed to take advantage of all the market opportunities and competitive weaknesses that exist?)

(c) Reexamine selling expenses and distribution costs. (Is the company paying a windfall compensation? Are warehousing operations as economical and effective as they should be? Are they needed?)

Three examples of what the Sales Manager can do:

(a) Review the company's territory alignments. (Does the company have a sufficient number of salesmen? Are they located so that unnecessary travel time is eliminated? Are they located to exploit competitive weaknesses? Does the company know how much business it should obtain from a territory?)

(b) Review field sales practices. (Are salesmen missing business opportunities that competitors take advantage of? Do they manage their time well? Are they spending too much time on low-potential accounts?)

(c) Check sales supervision. (Do supervisors know competitors' weaknesses? Are they reporting significant market and competitive information? Do they use sound practices in supervising, motivating, evaluating, and developing salesmen?)

Comprehensive knowledge of competitors helped a major manufacturer and printer of paper to maintain prices and profits in a market of declining prices. This company knew competitors were taking some volume away from it because of lower prices; but more important, it also knew that competitors' machine capacities limited the volume it could take away.

With this knowledge, the company was able to weigh its profits on present volume at lower prices against its profit on a somewhat lower volume at higher prices. Because it knew that competitive capacity could not meet the market's demands, it decided to hold its prices and promote the quality of its products . . . and it kept almost all of its market without hurting profits significantly.

During a recent business recession, the furnace industries' volume declined in the first six months. A large manufacturer found that competitors were trimming production schedules and finished-goods inventories. On the basis of this information and market data provided by its consultants (which forecast sales increases during the last six months of the year), it increased production and inventories of finished goods to maximum capacity—and it sold all it could produce. Knowledge of competitors and market enabled this manufacturer to increase its share of the market and to enjoy its most profitable year.

6. Measure your results. This means evaluating not only the performance of the information-gathering operation, but also the sales and profit performance of the selling organization.

Many executives review the quality of the information they are receiving by checking it against later developments when forecasts and plans which use the information are reviewed. Critical information on new competitive developments is frequently checked in person by management.

The most common marketing eval-

(Continued on page 70)

Marketing on the Move

Mrs. Consumer: What Is She Like?

New Directions in Marketing: Answering Woman's Hunger for Information

How a secondary need has skyrocketed into a "primary" want—and is changing the way we appeal to women.

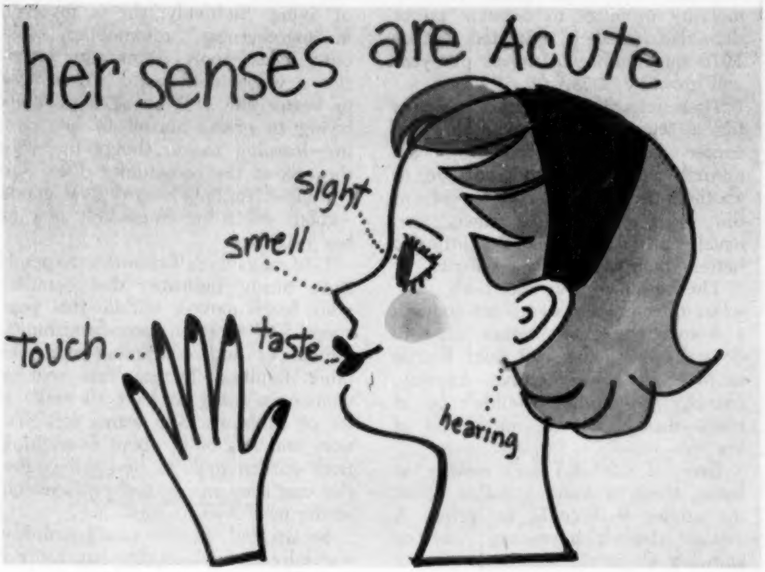
By JANET WOLFF
Vice President and Copy Group Head
J. Walter Thompson Co.

Illustrations by Bernard Owett
Art Director, J. Walter Thompson Co.

With a Slant on Female

Janet Wolff is v-p and copy group head at the J. Walter Thompson Co. In a profession that grinds up strong men and spews them out as chaff, she's calm, assured—and for her acumen, she collects. A San Franciscan, she lived in Paris as a teen-ager, attended the Sorbonne. Later she studied at Finch College and Tobe-Coburn School for Fashion, as training for her life's work. For 17 years she's specialized in creating the feminine slant in advertising, has helped develop some of the foremost campaigns directed to women. Among them: "That Ivory Look," "Duz Does Everything," "Nothing Measures up to Wool," the Scotkins' wet-strength campaign. Recently she won the Tobe-Coburn Alumnae Association's prized "Mehitabel" for outstanding achievement in the fields of advertising and fashion. In June she copped the Philadelphia Club of Advertising Women's annual award in honor of her book, "What Makes Women Buy." In 1958, Gamma Alpha Chi, national fraternity of advertising women, named her the Advertising Woman of the Year.

She does not have a mustache; she does not wear her hair in a crew cut. An intensely feminine woman, she's a busy wife—to Dr. James A. Wolff, a pediatrician at Babies Hospital—and mother. The Wolff's have four lively kids, age ten, eight, five and baby Timothy, seven months.



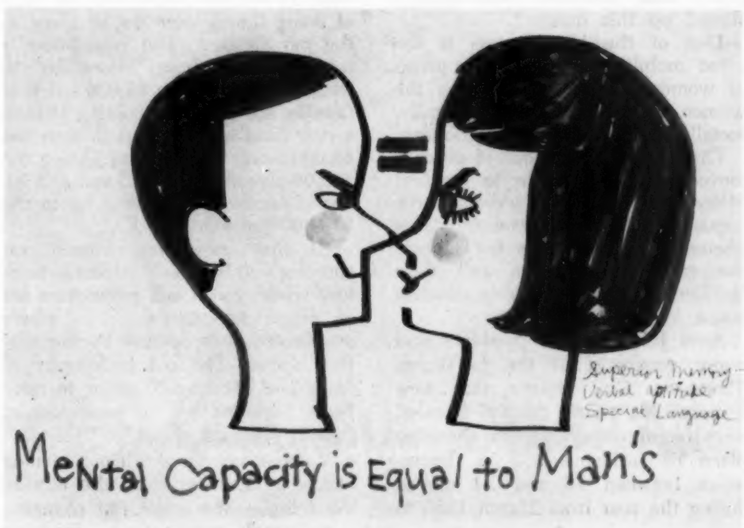
Into the lives of today's women has crept a growing "primary" need—a need that promises to take on enormous proportions during the sixties—the "hunger for information."

Just what is this new hunger for information? It seems to be a desperate need in woman for knowing—for the knowledge that gives security. She craves, just as one might crave a piece of candy, knowledge and information about everything that concerns her world—her world most often being the four walls of home and the people who live in them or near them.

She wants to know what the products and services within her range are like, what they will do, what they will not do, what and when they are for. She also wants the answers to what other people think about them, who uses them and why. Woman is an emotional creature—so just the bare facts are not enough—she wants to know the feelings behind those facts.

Woman's need for information is a "sleeper." It's been there for years (but apparently until recently was easily satisfied). But now, suddenly, or what seems suddenly, as if overnight, we hear a crying from today's woman for information . . . information . . . and more information.

"I never did anything at home and I haven't got the vaguest idea how to keep house. Who can help me?" . . . "The shelf is packed with all kinds of soaps and detergents. How do I know which one does what?" . . . "No matter what I do,



the children just won't eat enough at mealtime. What can I do?" A woman seldom gets through the day without running into some problem, some situation she doesn't know the answer to, can't handle.

The need for information has developed into a "primary" want in the sense that it is the reason behind a good many of women's actions. A woman will go out of her way to find out about a type of product or how to do a job—make an effort to get information.

Actually information is a means—a means whereby a woman satisfies her more driving desire for security. And, as you know, the means for reaching an end can become as important as the end itself. If a woman has all the information she feels she needs, then she feels secure, right, correct, smart—the things all of us want to be—in her choices and decisions. Information puts her in command of the situation.

Woman's new hunger for information makes the fulfilling of that desire essential in selling to her today. It is a basic part of every sale . . . for if a woman doesn't get the information she wants about a product, she either won't buy or will likely end up dissatisfied. Today, information, also, makes a powerful major appeal. Women just aren't being told everything they want to know, and the appeal of information should attract and motivate a large portion of women.

The reasons behind the growth of this new appetite for information offer us insight into satisfying the hunger through selling. *Why* are today's women starved for information when it didn't concern the woman of yesterday? Of all the newness and change in our work . . . what newness, what change stirred up this hunger?

One of the big answers is the great mobility. Never has a group of women "gotten around" like the women of today. Mentally, physically, socially, women are on the move.

Last year almost 1 out of every 5 moved from one house to another! Many of the moves were to the opposite end of the country. This phenomenal figure does not include the exodus of women and their families to a second house—a vacation house in the summertime.

Arno Johnson, vice president and senior economist at the J. Walter Thompson Co., reports that new homemakers, young married females, were far above average in changing place of residence—435 of housewives between 18 and 24 moved during the year from March 1955 to March, 1956. The great rate of mobility promises to increase rather than slack up. It is estimated that by 1970 the number of moves per year will grow by 50%.

Time was, the normal thing was for a woman to live around the corner from her folks. Now the normal thing is for her to live in another part of the country—or, at the very least, across town, and usually in a neighborhood a little bit better than that of her parents.

The result of this has been that, when the new slipcovers get stained, a woman can't ask mother what to do—a long distance call from Seattle to Miami is too expensive. Anyway, chances are mother wouldn't be at home—these days she might be at her job.

Even if she did find mother at home, there is some question about the advice that could be given. A mother doesn't have any way of knowing about the hundreds of new fabrics, say, any more than the daughter does.

And there is even more question about how young women take advice from their mothers today. Perhaps you've heard the story about the young woman, who, when she bought a ham, always asked the butcher to cut it in half. He asked her why, and she said, "because my mother always did." Next time she saw her mother she asked the reason for it, and her mother replied, "because I never had a pan big enough to hold a whole ham."

Today's woman is questioning what the older generation did—and often rejecting the ideas and values of her parents.

For most of today's women are moving socially up the ladder as well as moving about physically . . . and many of the old values and old ways of doing things seem out of place in the new setting. The population is rapidly moving from "blue-collar" to "white-collar." The \$3,000-a-year families are rapidly becoming \$5,000-a-year families . . . and in turn the \$5,000-a-year families are joining the \$7,500-a-year group . . . and \$7,500-a-year families are moving up to the \$10,000 bracket.

As they move up, women are entering unfamiliar territory—territory where goods and possessions are of prime importance . . . where people are often judged by the way they spend. The old philosophy of "save and get ahead" seems to have been replaced by a new axiom, "spend and get ahead."

Many, many times when a women makes a move—as from the city to the suburbs—she is not just changing houses, she's changing her whole way of living. Suddenly, she is involved in "togetherness," automobiles, cook-outs, boats, pools, community activities—a whole new world. For a year or better she will be at loose ends trying to orient herself to her new life—learning to do things the way the rest of the community does. She will need to buy lots of new goods—goods which are completely new to her existence.

Life magazine's Consumer Expenditure Study indicates that families who have moved within the year spend 50% more on home furnishings, appliances and equipment than do other families. During this year a woman is going to have to make a lot of decisions. She wants information, and lots of it, about everything from garden tools to best sellers (so she can keep up with the discussion at the neighbors' parties).

So we find, that woman's mobility—socially and physically—has robbed her of her major source of information in the past, her mother, while at the same time putting her in a position where she needs information more than ever.

Women's appetite for information has also been whetted by the tremendous number of choices in goods and services available today. For instance, over 30% of the products a woman uses in the grocery store today weren't even on the shelf ten years ago. Everywhere a woman turns she finds the same thing—completely new products she's never seen before, goods that bear no relation to the tools she's used in the past. How is she going to tell what they are like, what they will do—other than spending her money and finding out the hard way?

And that's not all. Even if the product is something she's become familiar with—such as a washing machine—the choices, when she gets ready to buy, seem endless. To begin, she may choose among upwards of 25 brands of washing machines—most of which offer a choice of white or several colors. Then, there are non-automatic, semi-automatic, fully automatic, washer-dryer combinations and portables. Further, there are tumble action machines; oscillating agitator models; pulsating agitator washers; agitated, spiral tub units; and the energized water type. Is there any wonder a woman becomes confused—wants plenty of information before she makes an investment?

More important, today the choices are hers—really hers—for much of the time she shops in new, big, self-service stores. She's free to look over the merchandise and pick out what she wants. But, so many times

she doesn't have the knowledge, enough information to make a choice.

Then she is in a dilemma. For sometimes the product has helpful information attached to it . . . and sometimes it does not. Sometimes she can find a salesperson . . . and sometimes she can not. If she shops big stores, her chances are slim.

Even if she does find a salesperson, he or she may not be really helpful, able to tell her about the products. The salespeople themselves are confronted with so many new products and types of services and features that they have a hard time keeping up.

But, whatever the reason, over and over again, you hear remarks like this one from a housewife who attended the first annual Congress of Better Living sponsored by McCall's: "I am a little disappointed about salespeople. It is natural for them to want to make a sale, but sometimes I think they don't give you enough information." Almost half of the women attending this meeting indicated they felt that salespeople did not know their merchandise.

Thus, the tremendous number of choices, coupled with the lack of help in making choices, adds daily to women's need for information.

Choices are not easy for a woman to make anytime—for most often she does not feel sure enough of herself. She lacks confidence, security. Psychological tests, almost without exception, find that the greatest recorded difference between men and women is in their degree of security. Male confidence is high while women are extremely low in self-confidence.

Faced with making a choice, most often a woman feels a terrible tension. What choice will she make? Does she know enough to decide? Can she do it? Will the decision be right? She usually feels so unsure of herself that she seeks out the opinions of other people. Even after she has finally made a decision, she wants someone to reassure her that she is right. She may ask her husband four or five times how he likes her new dress. She has to be told again and again that she is correct, so great is her lack of confidence.

Fuel has been added to the fire by a cultural insecurity. The prevailing mood is live-for-today-who-knows-what-tomorrow-brings. Hydrogen bombs, satellites, two-headed dogs, moon rockets are not designed to give a feeling of security.

The change in life is fast and sometimes threatening. In the past, change was a rather gradual process. A woman could see it happening—take her time adjusting to it.

Today change has speeded up. If a woman stops to take a breather, she is left behind. For instance, new products come on the market faster than she can try them—adjust to them. Before she can try a new product, it seems as if there's a newer one. So, there is usually a lag, a considerable lag, between the time women use them in any numbers—as in the case of frozen foods.

Women's natural insecurity is no longer allayed by the security of life around her. She feels there is no place to turn. Her feeling of lack of information about her daily surroundings and doings makes her drive for security even more intense. She finds that knowledge gives her a feeling of capability—is one of the major things that helps make her feel secure.

The hunger for information—information which gives security—is so great that women are going all out to satisfy it. Just look at these signs of the surge for information. Close to one-half of the adult population are high school graduates. About 16.5 million Americans have attended at least a year of college. About 630 million books are now being bought every year. This is almost double the book sales of ten years ago. The how-to books, giving instructions on everything from success in business to success in leisure-time activities, have shown an even more spectacular increase. Some 9 million adults are enrolled in study courses.

Women are seeking out information in every nook and cranny—but on the whole their desire has not been satisfied. So now, let's look at who and what women are turning to for information. See how, in some instances, information is being used powerfully in selling, and how it can be used even more.

In their search for information women are relying heavily on some of the more traditional sources and giving more and more credit to some new ones.

But who can tell her like a friend? Probably no one these days, she feels. Certainly friends have filled in the void left by physical and social distance between many mothers and daughters. A woman can often find out much she wants to know from a friend who has used a product or service and likes it—there's no better advertisement.

In fact, in most communities there are certain women who are sort of professionals at dispensing information. They try new products, keep up with the latest things—and offer their "expert" advice to the other women in the neighborhood. If we can see that these women get the facts about the goods and services we are selling, then they will serve as a private, and most effective, broadcasting system.

But sometimes a woman's friends don't have the information either, or are reluctant to admit they might have made a bad purchase. Then, too, there are times when a woman doesn't have a friend she can ask—when she's just moved into a new neighborhood, for instance.

That's one of the reasons a magazine often functions as a friend. The women's service magazines, especially, are a virtual fountain of information. Just look at some of the articles in one issue, the September issue of Ladies' Home Journal, for instance: "The Remarkable Inefficiency of Efficiency" by Dorothy Thompson, "Can Dawdlers Be Speeded up?" by Benjamin Spock, M.D., "Help for the Talented and Ambitious Student" by Margaret Hickey, "How to Dress Well on Practically Nothing" by Bet Hart, "The True No-Iron Story" by Hazel Owen, "What Does the Gardener Do in Fall?" by Richard Pratt, "Dining Rooms with a Difference" by Cynthia McAdoo Wheatland, "Tell Me Doctor" by Goodrich C. Schauffler, M.D., "Accessories '59" by Wilhela Cushman.

It is a well-proven fact that many women depend on the service magazines and the advertisements in them for information and ideas—so we need not labor the point at length. It is enough to say that this type of comment is made over and over again by women:

"When I planned my house, I kept folders of clippings from magazines. My husband had one and I had the other."

"We get our ideas from magazines. We never throw a magazine away until each one of us has signed that he has finished it."

"Magazine advertising provides a lot of ideas for me. When you look through a magazine, you see things, and then you decide what you want."

Other media — radio, television, newspapers—are also prime sources of information for women. Here they find out what other women are doing . . . what changes are taking place in the world around them . . . what the well-known people, the standard-setters are doing . . . how to do jobs . . . which products will do what.

In the last ten years or so, the women's pages of the newspapers have claimed more space and also put less emphasis on social news, more emphasis on service features.

"SECOND can be beautiful"

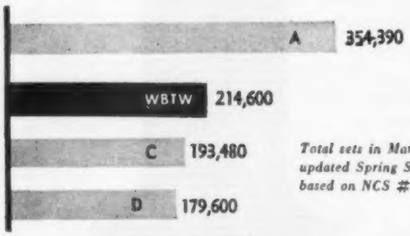
South Carolina's more than 2⅓ million citizens cannot possibly be covered by the first TV market stations alone. WBTW offers you easy access to South Carolina's second sociable million largely free from effective competition. Check NCS #3 totals for South Carolina TV stations. One good look and you'll agree "Second Can be Beautiful."

More than 80,000 people were in nearby Darlington, S. C., on Labor Day to watch Bob Burdick and Joe Weatherly team up to win $7,725 second money in the 10th annual world-famous Southern 500 Stock Car Race.

Serving South Carolina's SECOND Biggest TV Market

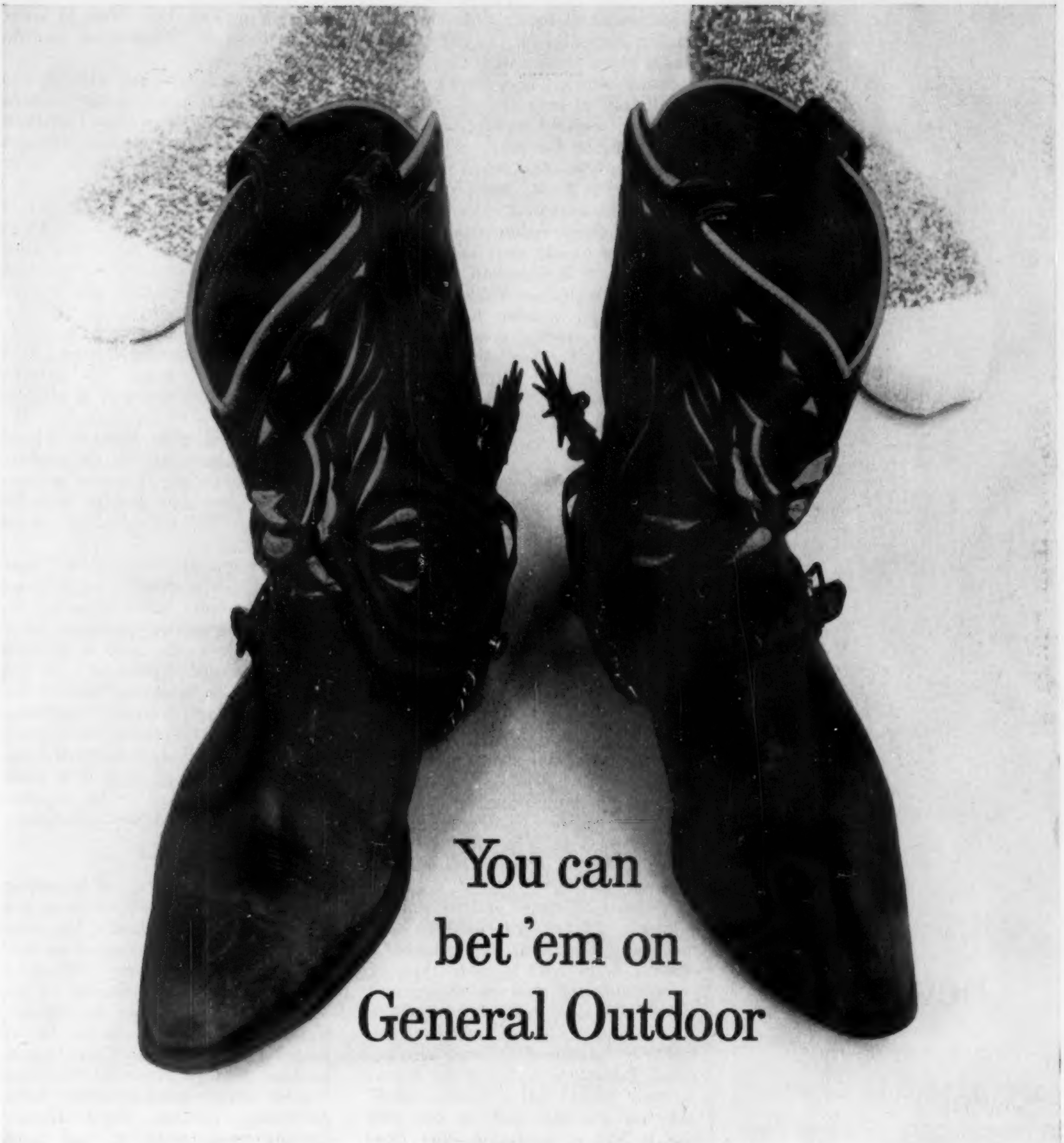
WBTW
FLORENCE, S.C.

Channel 8 Top Power



Total sets in Markets — updated Spring Set Count based on NCS #3 coverage.

THE JEFFERSON STANDARD BROADCASTING COMPANY represented nationally by CBS TV Spot Sales



You can't lose! First of all, General Outdoor's larger plant size and greater individuality of panels give the kind of penetration and coverage it takes to deliver customers. And what's more, you get audited circulation figures to prove it! On all this, and much more, *you can bet your boots.*

When you buy General Outdoor plants, you buy with confidence. Promise matches performance—as thousands of satisfied advertisers will testify. For details, call your local GOA office or write to us in Chicago.

Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

This, from all indications, has been highly successful for the newspapers. It has given women what they want—information . . . and more information. And, of course, because of its local or localized nature, newspaper advertising on the whole is of the informative type. And, today, the more informative it is, the better the chances of attracting women.

While many radio stations use a pattern of music and news, many others have a complete variety of programs, including really helpful information for women. Radio advertising often does a good job of informing too. But with the new great demand from women for information, more informative programming and advertising would not be out of place.

Television has proved a vital new source of information because of the nature of the medium. Through television a woman can actually see for herself. To date, informative programming has been limited, but it does a powerful job because it is visual. Television, as a medium, offers opportunity for more informative advertising. Products are demonstrated. A woman can see how the product works, what it will do, how it compares. The demonstration has been widely used on television—but not utilized to the extent it could be.

Advertising can and does give woman a lot of ideas and information. Advertising introduces her to new products, points up differences, lets her know what a product can do. This is true of at least the majority of advertising.

However, some advertisements unfortunately fail to include the nuts and bolts, the facts. For instance, a dinette table with a new type of composition top may be shown and beautifully described, but nowhere is mention made of whether the table is heat-resistant and alcohol-proof. Possibly it is, but if the manufacturer doesn't tell a woman, probably no one else will, or can—and she is left in confusion. She likes the table, but doesn't want to take a chance on the new type of material. This is a hypothetical case—but this kind of thing can often happen.

With the great number of products on the market, many of them completely new—it is increasingly important for the manufacturer to inform women through advertising.

Now, it is at point-of-purchase, when the woman gets in the store, that she is most likely to feel an acute need for information. She is alone, without her informed friend or magazine or advertisement. Let's say a woman going into a store knows she wants to buy a certain type of product, but wants to know more about it. What does she do then?

First, perhaps, she will try to find a salesperson to ask. As we have noted, her chances are slim, and even if she finds a salesperson, chances are he or she may not be really helpful.

The next thing she might do is examine the product to see if there is any information on it. At this point the written message on the product becomes the sales agent—and it may make or break the sale. If the information a woman wants is there, she is swayed toward buying. If it isn't, she is likely not to buy. If there is no informative material at all, she is at a loss.

Today, most often, there is at least some information right on the product for women to see. For the government requires that certain facts be given—such as the content of a fabric.

But required information goes only so far—a woman wants to know more. She looks for information on use, how the product performs, what other people think about it, as well as its actual composition. It's not just the facts—the emotions behind the facts, or the facts in an emotional way, that appeal to her most. Every product will probably fare better if complete information about it is in some way attached to it—a written message on the package, a sticker, a hang-tag, etc.

There are many ways of imparting information at point-of-purchase, but among the most successful has been the approval of magazines or an outside, disinterested party. When a woman sees an endorsement by an outside party, one whom she respects, she usually readily accepts it as gospel. For instance, the Good Housekeeping Seal of Approval reassures women about products—they have confidence because Good Housekeeping recommends it, and most women feel Good Housekeeping would recommend only good products. The endorsements of such organizations as Parents' Magazine and the American Medical Assn. also give women confidence, reassure them when buying.

The McCall's "Use-Tested" tag has also proved to be a highly successful way of informing and selling to women. It gives endorsement of performance by McCall's editors—"We Used It and We Liked It," assuring women that the product has been tested under conditions of actual use and passed the test. Then, the Use-Tested tag, attached to the product (which may be anything from Ram-

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TODAY'S SECRETARY *Magazine*

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bler to Ajax), goes on to tell women about the features that the McCall's editors found most interesting. For instance, one of the tags begins, "This range baked delicate angel foods and perfectly formed, evenly browned cake layers. Roasts and oven meals were done to a tee." Now, what woman does not feel she has found a friend? Someone who knows what she needs to know, and is willing, eager to help her.

Tags of this type make tremendous salesmen. One store-owner reported that ten minutes after he attached the McCall's Use-Tested tag to a refrigerator, a woman bought the refrigerator on the basis of just the sales message on the tag. Tags of this type do double duty, for they also inform the sales staff. They are an easy answer to this great problem of acquainting salespeople with new features and products.

Creative tagging has many possibilities and applications—tags which allow a woman to test the product, for instance. In these days of prepackaging, a woman often can't use her senses to guide her in buying, which adds to feelings of insecurity. So a tag with actual swatches of material, say, enables her to test the product—can be a major factor in buying. Or perhaps a tag attached to a make-up kit, which has a color dial to key her make-up, clothes, and complexion.

As self-service grows, as the number of products grows, it also seems essential that informative advertising, retailing, and tagging must also grow in order to sell to women.

Only recently has the need for information risen to primary importance so, to date few manufacturers and advertisers have considered information as a major appeal to women. But today, it should have tremendous appeal—and will probably continue as a major contender in selling-appeals for many a day. There is hardly a person involved in selling to women who has not found out, or will not soon be confronted with, the importance of information in appealing to women.

More and more we should see the success of informative tagging and informative advertising. For, in their seeking for information, women will likely turn wth intense interest to such topics as "the winter coat story," "using frozen foods for your family," "what you should know about washing machines."

Selling of this nature has the element of success for it is helpful, sincere. But all appeals based on information are not truly informative. The information must be accurate


AND THE REAL BEAUTY OF IT IS . . .

—not biased or misleading. And, most important, if a promise of information is held up to women, it must be fulfilled. If an advertisement says, "Now, make pizza pie the easy way," . . . then the method should be given and it should be easy. Otherwise, more ill will than good will is created.

In a speech before the Association of Advertising Men and Women in New York this spring, Kathleen Aston Casey, editor of Glamour, covered the appeal of information in this way: "It has been said that these young women do not have the time to read extensive copy. On the contrary, they do have the time to read helpful copy—copy that stresses specifics, not unbelievable superlatives; copy that gives them a 'how-to' approach and copy with understandable adjectives."

Just look at a few of the successful advertising campaigns based on information and you can realize its tremendous potential. For instance, the Stauffer Laboratories advertisements for the Stauffer Home Reducing Plan, with documented case histories and a complete discussion of overweight problems . . . Ford's "Buyer's Digest of new car facts for '59," a 36-page insert of car buying in the Reader's Digest . . . The "Mr. Clean" campaign with a detailed outline of its multiple uses . . . the "Nothing Measures Up to Wool" campaign with an emphasis on fiber and fabric information . . . the ScotTowel advertisements based on the many cleaning uses.

The campaigns show that using information as a major appeal need not in any way affect the mood, the emotion of a selling job or advertisement. Information can easily be incorporated into the whole. If it is done this way, it will be even more appealing to women. Information does not have to be a list of figures or hard, cold facts. Information can be presented in as creative, as emotional a way as any other major appeal to women.

In fact, it is just as necessary to present factual information in an emotional way as any other appeal to women. Women's decisions are in great part emotional, but they need facts as reinforcements, reasons. An emotional presentation of information contains both these essential elements.

Information for women will pay off in more ways than one. It will not only direct women to our products, but make them more satisfied customers. If a woman knows what she is getting—and how to use it once she has taken it home—there will be fewer returns, fewer complaints and more repeat sales and brand loyalty. ◆

What's Ahead in Advertising?

What will be the directions of advertising in line with tomorrow's new philosophies, living and work-habits? And how will its patterns be affected by technical advances, new media availability? Here is a foretaste of advertising—aims and practices—in the mid-sixties, as seen by 15 top agency heads.

This article deals with changes in people, changes in strategy, changes in advertising media, changes in dollars required to do a job—as seen by the heads of 15 advertising agencies for the years around 1965.

These men replied to seven questions posed by the editors of Sales Management. The value of their collective thinking, if obtainable and paid for on a time basis, would have strained the resources of magazines far larger than Sales Management. Fortunately—for us and for you—they contributed their talents toward the common goal of more effective "Marketing on the Move." With each photograph is a direct quote on a challenging subject, as selected by SM editors to give a sampling of the answers to various questions.

A key question was: *What in your opinion is likely to be the single most important or outstanding difference between advertising in 1959 and advertising in 1965?"* John P. Cunningham (C&W) sees "improved research techniques which will produce a sharper definition of the market and surer selling copy. More accurate targets will be provided by media—already in evidence. The Look Magazone, The Saturday Evening Post's Select-A-Market Plan, the ABC-TV Network Minute Purchase Plan and the availability of major shows for limited sponsorship on CBS and NBC-TV networks point toward tomorrow."

Charles H. Brower (BBDO) believes that busier people will demand more concise and shorter messages from advertisers, and that as the teen-age market increases in numbers and in spendable income, copy will simplify itself even further. (See caption under his photograph for further comment.)

William B. Lewis (K&E) believes the biggest change will be in the training of people engaged in advertising. "It will be better and more effective because all of us will be better informed. We've got to be. Just as K&E today bears small resemblance to K&E ten years ago, so too will the agency look much different in 1965 . . . The big changes will be in how we get the job done."

William A. Marsteller (MRGR) is another who thinks the single biggest difference will be increased effectiveness. As he puts it, "Although

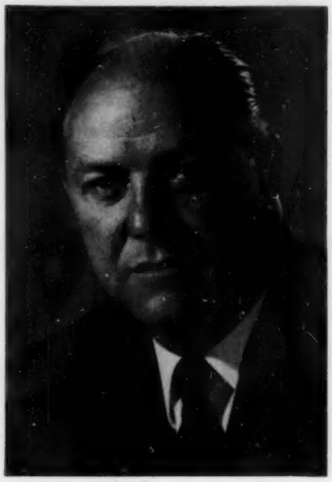
A Key to Those Long Agency Names

The 15 executives who contributed to this symposium are heads of agencies that bulk large in influence, dollars and word-count. Because space is at a premium in this issue, abbreviations have been developed for the agency names, as follows:

N. W. Ayer & Son, Inc.	(NWA)
Batten, Barton, Durstine & Osborne, Inc.	(BBDO)
Benton & Bowles, Inc.	(B&B)
Leo Burnett Co., Inc.	(LB)
Campbell-Ewald Company	(C-E)
Compton Advertising, Inc.	(CA)
Cunningham & Walsh, Inc.	(C&W)
Foote, Cone & Belding	(FCB)
Fuller & Smith & Ross, Inc.	(FSR)
Grant Advertising, Inc.	(GA)
Guild, Bascom & Bonfigli, Inc.	(GBB)
Kenyon & Eckhardt, Inc.	(K&E)
Marsteller, Rickard, Gebhardt & Reed, Inc.	(MRGR)
Hal Stebbins, Inc.	(HS)
Sullivan, Stauffer, Colwell & Bayles, Inc.	(SSCB)

THOMAS B. ADAMS, President
Campbell-Ewald Company, Detroit

"The current trend of 'unusual' advertisements including gatefolds, dutch doors, pop-ups . . . is only a manifestation of the pressure to attract attention. This striving for the unusual is probably not a passing phase, probably will continue."



ROBERT E. ALLEN, President
Fuller & Smith & Ross, New York

"Phase one of 'Living the Good Life' they didn't live at all, for thousands of years. Phase two, of recent history, they lived it vicariously, as a spectator. Phase three, today, permits a majority to live it themselves, directly, personally."

BROWN BOLTÉ, President
Sullivan, Stauffer, Colwell & Bayles, Inc., New York

"Advertising by 1965 will take more of the selling dollar but less of the profit dollar . . . Many industries are shifting toward placing the emphasis on pre-selling consumers, and de-emphasizing more costly ways of selling."

we are far more sophisticated than we were ten years ago, we are still in the early development of advertising effectiveness measurements. Certain kinds of consumer goods where advertising is a major portion of cost, have always led the way in this field. Therefore, the greatest improvement in advertising effectiveness is likely to be in those fields where, up to now, advertising has not been a major concern of management. This would be industrial products, services, financial, etc."

Thomas B. Adams (C-E) believes the biggest change will be in the degree of understanding of the consumer by advertising agencies. "It will not take the form of subliminal brain-washing . . . It will be designed to assist potential buyers in making the right purchase decisions to best fit their individual needs. The American consumer is fast becoming better educated, more discerning, more discriminating and more sophisticated in his buying. He has to develop these characteristics in self-defense when confronted with the vast array of goods and services available to him in today's market. The consumer's buying job will be even more complex in 1965."

Leo Burnett (LB) looks to increasing awareness by people to advertising, "and discernment of advertising as a whole, principally because of their omnipresent exposure to it. Whether they like it or not, act upon it nor not, they will know about it. And this sensitivity will be expressed through the judgment they bring to bear on advertising in all its forms. Familiarity may breed contempt, but it can breed knowledge as well, and respect for advertising as a whole. This in turn calls for a new and higher order of creativity including motivation research which relates advertising concepts and execution more sensitively to real rewards for the reader, looker or listener."

Robert E. Lusk (B&B) looks for "greater dramatization of the advertising message and in the advertisements themselves through the use of larger illustrations and shorter and more simple copy. We are already seeing a great trend, particularly in print advertising, toward this, and I believe it will continue. The combination of two factors—the increased sophistication of the consumer and the ever-increasing competitive pressure of advertising messages upon the human mind—must lead to a change in advertising appeals." (See caption under Mr. Lusk's photograph for additional thoughts on this subject.)

Hal Stebbins (HS) looks for "the Creative Renaissance now under way in advertising to achieve full flower. More and more, as self-selling and impulse-buying come into play, advertising is the total sales force for many products. Often it is the *only* contact between product and purchaser prior to purchase. So, in the finals, what you say in print and on the air is the big thing. Everything that goes ahead of it—or behind it—is an accessory. You simply cannot get anybody too good to produce the advertising we need in America today. What's more, nobody ever gets too good at it!"

Barton A. Cummings (CA) sees the continuing problem of trying to find out what goes on inside the human mind. "The new insights into the human mind being opened up by science—the rapidly accelerating

CHARLES H. BROWER, President
Batten, Barton, Durstine & Osborn, Inc., New York

"I saw an advertisement for Spring cigarettes the other day—a simulated news page. Glass Wax did this to death ten years ago, and I did the same thing twenty years before that. The cards (in 1965) may be redealt a bit, but the game will be the same."

LEO BURNETT, Chairman
Leo Burnett Company, Inc., Chicago

"When color becomes foolproof and its production simplified, people will buy it at prices slightly below those asked for it today. If they thought color TV were as consistent as black and white, they would buy it in numbers now."

BARTON A. CUMMINGS, President
Compton Advertising, Inc., New York

"A shorter work week is coming. This additional leisure time will mean more than simply extra time for bowling, boating and fishing. An equal measure will be used to think, look, listen and read . . . People will become more discriminating, more demanding."

mental health program is symptomatic—will provide new opportunities for all who participate in the creation of advertising to make it more effective. The study of what people do about *ads* (as measured by today's methods of evaluating registration and comprehension of ideas) will perhaps become less important to agencies than the study of what the ads do to *people* . . . To achieve peace with others, a man must learn to live in peace with himself. And history has shown that self-knowledge does not necessarily go hand in hand with TV rooms, piped-in music, do-it-yourself basements, swimming pools and greenhouses. The growth of self-knowledge, between now and 1965, therefore, is a matter of vital concern to everyone engaged in any phase of mass communication."

Robert E. Allen (FSR) believes that advertising in 1965 will "be less wasteful and more productive because both the marketing and advertising objectives of specific programs and specific advertising messages will have been more carefully and more sharply defined. Also by then the advertising business may have made more progress in developing more sensitive and immediate pre-measurement of the effectiveness of advertising." (See further comment in caption below his photograph.)

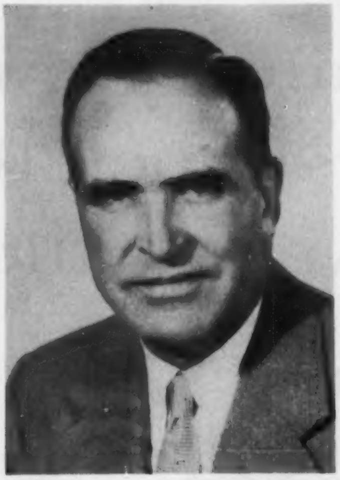
Brown Bolté (SSCB) is another who believes that in 1965 the consumer will be better educated and informed—and more critical in his purchases. "At the same time he will live a more complex life. He will be subjected to more distractions, more stress, more diversions. Manufacturers are going to meet this challenge through better products that improve his standard of living. Advertising in 1965 must present the benefits of these products to this more enlightened consumer honestly, forcefully, persuasively and, above all, more efficiently. And in the complex world of the '60's, with greater simplicity without losing the force and persuasiveness of the complete selling message."

Will C. Grant (GA) sees advertising in 1965 as assuming a truly global perspective. "More and more companies will recognize the volume and profit potential of the world market, as so many are discovering today . . . Not too many years ago we used to think in terms of radio audiences that reached a total of 15 million people at a time. But there are companies today that are successfully telling their stories to several hundred millions of people. More and more advertisers will begin to think and plan in such terms—500 million to a billion people at a time. And they will still be reaching only a third of the estimated world population in 1965."

Walter Guild (GBB) believes that by 1965 "the advertising profession will have perfected the art of communication to a degree that will make much of the current advertising seem ridiculous and ineffectual, which it unquestionably is. Advertising must find a way to communicate in a more direct and honest fashion or face the possibility that its influence on the public will be greatly diminished . . . One has only to read of the political campaigns of bygone eras of American politics to realize that political promises and political shenanigans which would be laughed at today were taken very seriously at the time.

JOHN P. CUNNINGHAM, Chairman
Cunningham & Walsh, Inc., New York

"With the rise in disposable income and the rise in leisure, great portions of the population are going to build second homes in the woods, in the country, on the beach, for summers and weekends. There's still plenty of space in this country."



WILL C. GRANT, President
Grant Advertising, Inc., Chicago

"The educational level rises automatically with increases in leisure time and the opportunities thus created for self-improvement. With these higher levels comes a decline in gullibility . . . More time to buy means more time to analyze competitive claims."

WALTER GUILD, President
Guild, Bascom & Bonfigli, Inc., San Francisco

"Advertising in 1965 will bear very little resemblance to the advertising of today . . . The art of communication will have been perfected to a degree that will make much of the current advertising seem ridiculous and ineffectual, which it undoubtedly is."

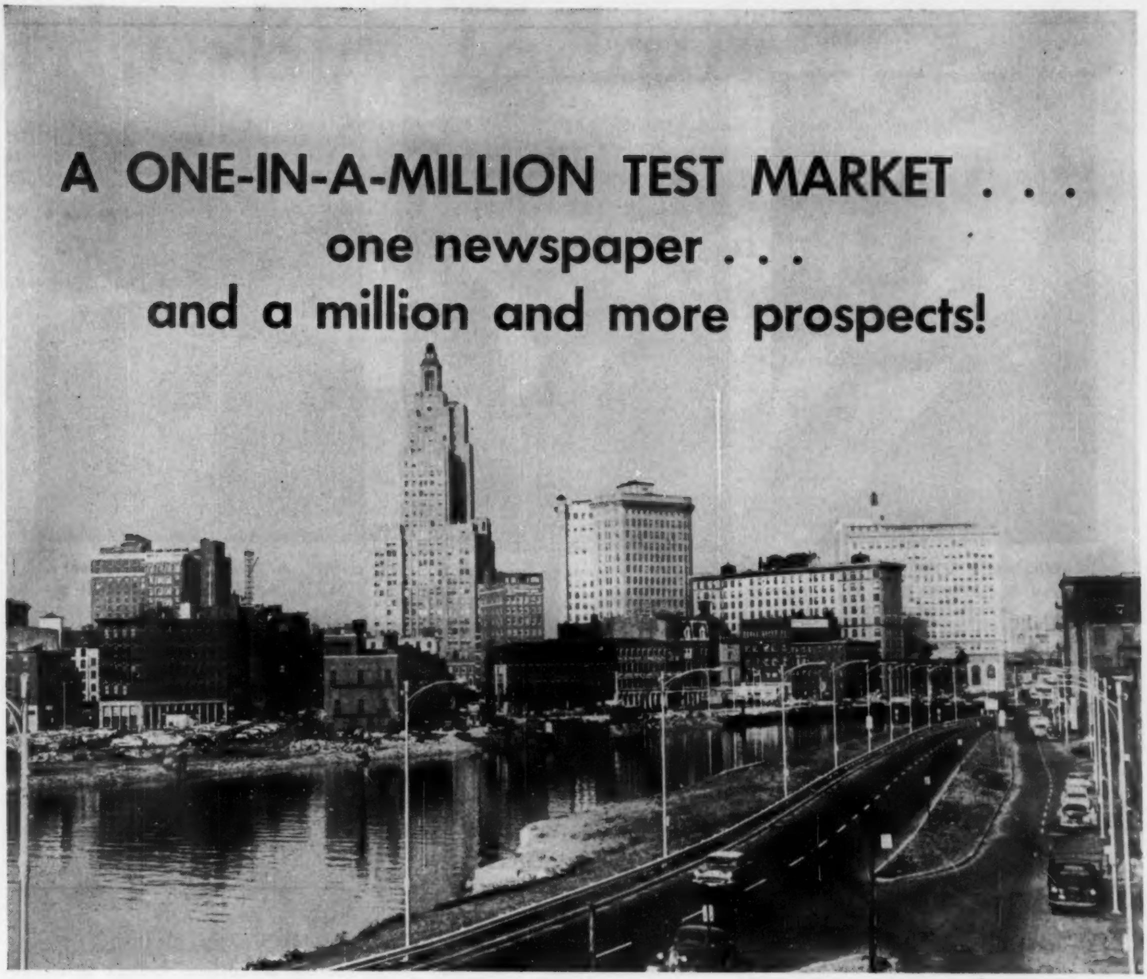
Advertising has also made great strides in the field of communication, and in my opinion, will continue to improve in content and presentation, and advertising in 1965 will bear very little resemblance to the advertising of today."

The Consequences of More Leisure Time

The agency heads were asked this question: *"Undoubtedly an even shorter workweek is coming, and much more leisure time. If people travel more, play more, take up new hobbies, will it necessitate important changes in either the amount or the mediums used for advertising?"* Barton Cummings (CA) agrees that more leisure will come along with a shorter workweek and that people will become more discriminating, more demanding. "The ordinary, routine, the *unimaginative* will not be enough. The more successful media will be those which are *creative*. The citizen of 1965 with a broader view, and more time to focus and enjoy it, will need challenges to his mind as well as to his heart, and the successful advertiser will find new ways to approach them. Media, to prosper, must do likewise. It does not seem likely that he will be willing to accept, for example, triple-spotting, monotonous programming, or dull advertising."

Robert E. Lusk (B&B) finds the leisure market a potent one for an ever-growing range of products and services . . . "During the current year, for example, boating has grown to become a more-than-$2-billion market; overseas travel has grown to well over a $2-billion market; swimming pools have become a $600-million market. And it has been predicted that in the next ten years boats in use will double, and at least 4 out of 10 American homes will have their own swimming pools. The consumer with more leisure time has also turned to radio and television, and is spending an increased amount of time reading newspapers, magazines and books. Proof of this may be seen by recent industry figures: The Advertising Research Foundation reports that 6 out of 7 homes have TV sets and nearly 4.5 million homes now have two TV sets. The Audit Bureau of Circulations reports that during the 6-month period ending March 31 of this year, daily and Sunday newspapers circulation in the U. S. and Canada hit a record high."

Charles H. Brower (BBDO) regrets the assumption of a shorter week because he feels our national disease is decreased-productivity per employee. But assuming more leisure time, "it means more time for advertising as well as for other things. But some mediums are more benefited than others. One has been radio. Only four or five years ago, most people would have relegated it to a minor and supplementary position. But changing patterns of living are breathing new life into radio. It is an automobile medium, a boat medium, and outdoor medium. It is also, as it always was, the one medium that can get to a listener while he or she is doing something else. 'Sound' entertainment is on the upswing as demonstrated by ever-increasing sales of phonographs, Hi-Fi, Stereo. This is giving a shot



You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Monrning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

WILLIAM B. LEWIS, President
Kenyon & Eckhardt, Inc., New York

"The reading skills and interests of our people will also grow. People will travel more, learn more, and, what is most important, will WANT to learn more . . . With more leisure time we'll have more time to listen, look, read, learn."

ROBERT E. LUSK, President
Benton & Bowles, Inc., New York

"The old hammer and tongs method of advertising appeal will fall by the wayside. Advertising will be more deft and more human. There will be more humor and more human interest in advertising, and more subtlety, too."

WM. A. MARSTELLER, President
Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago

"Today's client wants his agency to be able to handle public relations, some marketing research, certainly advertising research, visual aids, sales meetings. As clients move toward integrated marketing planning, agencies will have to adjust to broader fields."

in the arm to another phase of radio —FM. But meanwhile the network concept of radio seems to be going by the board. It seems likely that independent programming and broadcasting will reap the ultimate radio harvest.

"Outdoor advertising should benefit from more leisure time, despite its practical exclusion from the new super toll roads. The secondary roads are being improved and repaved and will regain much of their former traffic . . . Daily newspapers, I think, will at least hold their own. The Sunday newspapers may feel the competition from the new roads, and the new busy outdoor life. Magazines, I think, may still encounter difficulty in the area of fiction. Paperback books join TV and outdoor movies in cutting down the fiction time devoted to magazines. Magazines concentrating on service, information and news should grow in circulation and stature. I expect TV to continue its current pattern but it might well be that seasonal drop-offs in audience may be more severe."

William Marsteller (MRGR) doesn't agree with his colleagues that increased leisure time will result in people embracing more and more new hobbies. "The home workshop fan doesn't usually find an additional hobby when he has more time; he simply puts in more hours in his workshop. The same is true of the boating enthusiast. With or without more leisure, we are already into a continuing travel boom. The amount of money spent on advertising is keyed not so much to available time as to available income."

Hal Stebbins (HS) calls particular attention to the increasing market represented by people 65 and over. "It is conservatively estimated that by 1970 we will have 19 million people who have reached three score and five; and that this number will increase one-third million a year. What's more—and more to the point —this group will have sizable, spendable income. Thus, the food and shelter, health and recreation requirements of this group inevitably will be an important factor in the expanding economy of the sixties." But whether it is young people or old people, Stebbins finds that a shorter workweek and more leisure will merely accentuate today's situation— where we have an increasing number of things to talk about and a decreasing attention-span. "The answer, obviously, is high compression—the ability to say more in less. In short, with few exceptions, advertising will tend to be not only more graphic—but telegraphic."

Leo Burnett (LB) finds the shorter workweek in the union cards by 1965 and "the pressure of the young people coming of age in such great numbers during this period is enough of a force in itself to insure the result. Greater leisure time . . . could mean longer hours for active, aggressive advertisers anxious to exploit their opportunities, among people who will have the time to view, observe, read and reflect. Word of mouth, for example, will gain increasing currency as people travel more and mingle more in their spare time. Naturally, there will be more advertising to reach more people in an expanding market; but advertising which promotes a maximum amount of word of mouth will have the best chance."

Will Grant (GA) points out that the average American today has 70

WARNER S. SHELLY, President
N. W. Ayer & Son, Philadelphia

"Marketing isn't really an agency function . . . But the agency must be sensitive to the marketing plans it is helping execute, experienced enough to contribute to them, and sophisticated enough to diagnose accurately the marketing strategy of the competition."

HAL STEBBINS, President
Hal Stebbins, Inc., Los Angeles

"Words are getting more expensive by the minute. And thus every creative man today needs not a new secretary but a new Secretary of his Word Treasury. For it is more important to mint ideas than to coin words."

ROLLAND W. TAYLOR, President
Foote, Cone & Belding, Inc., New York

"It's not hard to visualize the mass sale of video tape for home use. Then the Jones family is less likely to stay tuned to tonight's program. 'Turn that tripe off. Let's look at Green Pastures again.' People will pick their own programs."

to 75 hours of non-working, non-sleeping hours every week and "with even more such hours on their hands, people will search for new and better ways to improve their individual standards of living. There are bound to be proportionate rises in the amounts of money spent for 'fun' activities, a figure that has already reached the staggering annual level of approximately 40 billion dollars. The car buyer who wants 'just transportation' will want something better. The employee who is accustomed to air conditioning in his office will become increasingly aware of its absence in his home. . . . He will look for new recreational worlds to conquer, despite the fact that he is already spending close to 17 billion dollars a year for recreation and domestic travel. It seems obvious that such a development not only will stimulate advertising in all media, will reinvigorate radio and outdoor advertising to new peaks."

Tom Adams (CE) believes that with more leisure time all media will have increased opportunity. "When people can do more things other than work—travel more, play more, take up new hobbies—a new media mix will probably result. Potential exposure to media will increase. Traditional media will be used more extensively, but with changing patterns, depending on the extent and the time of this increased leisure."

Brown Bolté (SSCB) says that within his own lifetime "the whole picture of Saturday in America has changed, so media for reaching people on Saturday has changed accordingly. Perhaps the same thing will soon happen to Friday."

John P. Cunningham (C&W) sees the second home as the biggest change that will come about with more leisure time. (See caption under his photograph for direct quote.)

The Changes That Media Must Make

In addition to the potentials—and problems—which are likely to come with shorter workweeks and more leisure time, the agency men were asked for their thoughts on other changes.

In the new homes of tomorrow there are likely to be continued improvements in the form of television rooms, piped-in music, do-it-yourself basements, swimming pools, greenhouses. By 1965 will these diversions have any important effect upon the reading of newspapers or magazines?

Will color television become a really important medium by 1965? If so, about when is it likely to achieve more circulation than black-and-white television?

A start is being made this year in advertising through phonograph records distributed as an integral part of magazines—a striking example of a current trend toward "unusual" advertisements including gatefolds, dutch doors, pop-ups. Is this striving for the unusual a passing phase or will it become even stronger in the sixties?

Warner S. Shelley (NWA) feels strongly that changes will come gradually. "Certainly the homes of tomorrow will have features not common today, and will encourage, more extensively, activities which are not too prevalent now. Surely color television will come—and one day will be the

FAMILIES ARE SOLD IN THE MORNING
... that's the Trend in Buffalo

Your sales message in the Courier-Express starts to work bright and early and continues to sell in homes and offices all day long. That's why you'll profit by advertising in the Courier-Express.

To prove the point, look at women's store linage trends from 1948 to 1958:

Daily Courier-Express	UP 36.2%
Sunday Courier-Express	UP 47.9%
Evening Paper	DOWN 44.8%

In 1958, the Courier-Express carried 65.8% of daily women's store linage in Buffalo—74.1% of the total with Sunday insertions included.

Or look at men's store linage (1948-58):

Daily Courier-Express	UP 14.6%
Sunday Courier-Express	UP 145.1%
Evening Paper	DOWN 30.9%

Courier-Express share during 1958: 72.6% of daily linage—74.8% of total including Sundays.

Comparable trends in many other diversified classifications add heavily to the weight of evidence that your advertising will produce better results in Buffalo's fastest growing newspaper both from a circulation and advertising standpoint.

FOR MORE ADVERTISING FOR YOUR DOLLAR—concentrated on those with more dollars to spend—use the *Morning* Courier-Express. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

FOR SATURATION—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

FOR *TOTAL* SELLING IN THIS GREAT MARKET

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

REPRESENTATIVES: Scolaro, Meeker & Scott

PACIFIC COAST: Doyle & Hawley

only kind of television available. Other media may introduce their own new concepts of services to the reader and utility to the advertiser. But there isn't anything new in all this. The simple truth is that we've been going at a hell of a pace in all these ways since 1945, and we'll simply keep on going into the sixties."

Charles H. Brower (BBDO) likewise sees no diminution in reading. "There is no evidence to show that because you give people more things to do, they do less reading. BBDO recently completed a study which indicated that the people who *did* the most also *read* the most." . . . Leo Burnett (LB) throws out the sobering thought that only a very small percentage of the population will enjoy such luxuries as swimming pools and greenhouses and that "in any case their effect on the individual's reading and puttering habits is likely to follow the present pattern." . . . Thomas B. Adams (C-E) points out that with a swiftly changing American society and economy, the desire for knowledge of what is going on will increase rather than diminish—but that editors will be required to understand their readers more than ever before and will have to rely less on their professional intuition and more on modern research facilities.

Barton A. Cummings (CA) reasons that by 1965 children of World War II will step up to take their places in the family and economic life—and that because this generation is better informed, more literate, more unilaterally sophisticated, than their fathers and mothers—communication is going to require more skill and more creative imagination. "Media must break through the ever-increasing attractions that lure audiences (i.e., no longer can television count so heavily on a captive audience that is too tired or too poor to leave home) to travel, play games or attend a community function. . . . We have all agreed time and time again that it doesn't pay to talk down to our audience. In 1965, we will have to be able to talk and plan *up* to a generation that wants to, and probably will, go to the moon."

Robert E. Allen (FSR) is another executive who sees a challenge in the increased population of the age group 15 to 29—"A large group of active, energetic sophisticates strongly innured to phoniness, eagerly seeking the new, with a built-in 'go, go, go.' I think they will represent a restless, driving force in our economy in which constant change is taken for granted." . . . More leisure time will provide more reading time is the belief of Brown Bolté (SSCB). "The only threat to existing media is its lack of imagination and willingness to meet changing conditions. For example, the only real threat to the motion picture industry was lack of ability to deliver entertainment the public wanted. Today, with terrific competition from TV, vastly improved motion pictures are drawing huge audiences.

"Never was there a time in America when so many people are reading—not only newspapers and magazines, but books of all sorts," says Hal Stebbins (HS). He points out that sales of books have doubled in ten years, that results of the continued Videotown research of Cunningham & Walsh in New Brunswick, N. J., are substantially the same each year—television does *not* affect newspaper readership. . . . Walter Guild (GBB) thinks that fun and cultural diversions may affect the *type* of reading, rather than the amount. . . . Will C. Grant (GA) not only believes that people will read more, but that there will be renewed interest in advertising—for better pools, for new pool accessories, for even newer dimensions in sound, for new places to go, see and enjoy.

There is general agreement that there's nothing so wrong with color television that couldn't be cured by a combination of a lower price and a foolproof set, but there is little agreement on *when* color TV will get off the ground.

John P. Cunningham (C&W) finds the difference between color and black-and-white so great, so rewarding, that even a dull pedestrian show takes on greatly added interest and beauty because of the color. "I am not quite content with the explanation that a $500 set is out of the reach of today's market. Certainly not on a time-payment basis. Furthermore, once a set is put in a family's house, wild horses couldn't drag it out—because of the great additional pleasures and beauty that it gives to the television viewer." He thinks the growth from here on in will be more rapid and that advertisers and agencies will recognize the likelihood that this color-TV growth will be in the homes with higher income levels, better education and, accordingly, will provide better prospects for high-ticket items.

Barton A. Cummings (CA) expects TV color to become increasingly important, but adds the sobering thought that, even if all the TV sets built between now and 1965 were color sets, probably fewer than 50% of TV homes would be equipped for color. "It is more likely that TV-color development by 1965 would be 25%—and this presupposes a sharp decrease in the present cost difference between color and black-and-

white sets." . . . Robert E. Allen (FSR) makes the guesstimate that "under the most favorable circumstances, it looks as if it would be 1970 before nearly full replacement of black-and-white sets takes place."

Will C. Grant (GA) finds current interest in color TV below the peak that was attained when colorcasts were first introduced. "High set costs, erratic reception, inadequate programming, and confusion within the industry itself, blunted the public's interest in color television. Regularly scheduled colorcasts on *all* networks, with outdoor and taped reception matching that now possible in live, studio programs, will have to precede any significant public switch from black-and-white to color. . . . It is not even safe to assume that color has to dominate black-and-white at any given date. Black-and-white movies, for instance, once supposedly doomed by the advent of color, are still dominant over color by far."

Another skeptic is Walter Guild (GBB), who advances the personal opinion that, "I do not believe that color television will become an important medium in its own right, nor do I think it will achieve more circulation than black-and-white television." . . . Hal Stebbins (HS) argues that even if every TV owner had a color set, "how many advertisers could afford straight color television?"

Brown Bolté (SSCB) is far more optimistic. "Twelve months after entirely satisfactory sets are offered to the public, at a price within the means of the mass-market family, color television will be tremendously important as an advertising medium." He expects color TV to come of full age by 1965. . . . Leo Burnett (LB) is convinced that when color becomes foolproof and its production is simplified, people will buy at prices very slightly below those of today. "If they thought color TV were as consistent as black-and-white, I believe they would buy it in numbers now. Should Dr. Land's recently propounded theory of 'Subjective Color' hold up, the answer to color television may be in the making."

The unusual and the gadgety print-advertising mechanical devices we are witnessing in ever greater numbers is not a passing fancy, in the opinion of Charles H. Brower (BBDO). "In most cases, they are tied in with specific promotion exploitation plans, as ewll as stature-building techniques by the publications. We have seen the TV special come to bloom—the concept is similar."

He goes on to point out that the magazines with the strongest survival position today are the ones that sup-

ply some kind of service. The trend is to informative articles and, of course, "plain unadulterated home and woman's service. The most spectacular circulation growth trends have been in the service area—TV Guide, the news magazines, Sports Illustrated, etc. We believe that in the long run, this is why advertisers will continue to buy magazines—for the editorial exploitation and with copy adapted in this direction. The future of the 'unusuals' will depend on the success of the growing lists of promotions. There is certainly a place for this in the business, but we don't believe it will replace persuasive, continuity-type advertising any more than we think the World Series, as a single act, could replace the five months of pennant-seeking drama."

William A. Marsteller (MRGR) disagrees with Mr. Brower. "We are most disturbed about the trend to offbeat inserts, dutch doors, pop-ups, gate folds and the like. If carried to extremes it will defeat the editorial purposes of magazines and detract from the reader interest in the editorial pages. When this happens, all advertising will suffer. We have seen a few issues of magazines where bizarre inserts so dominate the publication that it becomes little more than a collection of direct mail advertisements. In the end, this will defeat reader confidence in a publication as surely as will 'free' advertising in the editorial columns."

. . . The new and unusual of today is common tomorrow, points out John P. Cunningham (C&W). "More unusuals will follow—perhaps to the point where the innocent reader will get all tangled up in the magazine. There is no substitute for a well-conceived, imaginative and distinctive advertisement in which the distintiveness is built around the product selling idea—rather than magazine mechanics. I would rather get this from our copywriters than all the gate folds, dutch doors and pull-outs in the world."

Leo Burnett (LB) is afraid we will see more of the gadgety, gimmicky advertisements before we see fewer. "As long as these devices represent unusual adaptations of existing units of space—whether multiple pages, quarter pages in full color, horizontal shapes or gatefolds—they can serve a useful purpose and look natural in their editorial surroundings. When they assume bastard forms they look like weeds in a flower bed. And they will die. If the publication becomes merely a vehicle for carrying a piece of merchandise or a gimmick, the magazine suffers and the novelty of the trick is soon lost. I foresee flexibility in the print field rather than in the form of marketing area and regional editions, for circulations do not follow arbitrary state lines. In my crystal ball I can even see a national newspaper. Perhaps by 1965."

Brown Bolté (SSCB) believes that the 'unusual' advertisements will become stronger in the sixties: "When Americans stop striving for the unusual, we can ring down the curtain on American advertising."

The vogue for the unusual is merely part of a passing parade, in the belief of Hal Stebbins (HS). "In my view these will not affect the basics of sound advertising. For the message is more important than the messenger. A picture—no matter how extravagantly it is mounted—is no better than the story behind it." . . . Will C. Grant (GA) thinks the trend for the unusual will go on until the cycle reaches the extreme represented by prohibitive cost and disappointing results. "The point will be reached when gimmick-type advertising will be overdone. The current phase could well have reached that point as of now."

Robert E. Allen (FSR) doesn't agree. "I do not think striving for the unusual can ever become a passing phase in advertising. The 'unusual' is simply some method of gaining initial attention, which is harder and harder to accomplish. Whether it be physical gimmicks, or whispering when everyone else is shouting, can only be determined by what the majority of advertisers are currently doing—and the creative imagination of advertising people." . . . Thomas B. Adams (C-E) also finds "unusual" advertisements "only a manifestation of the increasing pressure to attract attention to advertising." He believes that in our consumer-oriented economy this is inevitable.

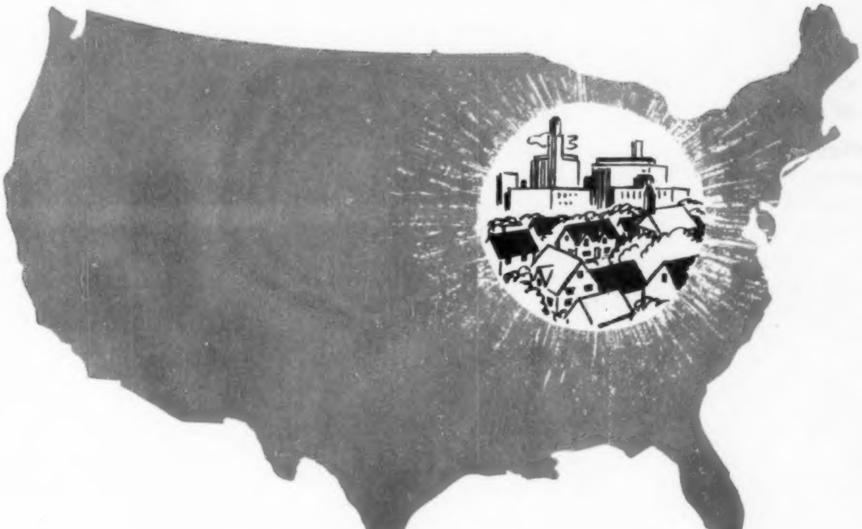
Will Advertising Need More Beef in 1965?

Agency executives were asked whether, in terms of a percentage of total sales, 1965 advertising will need more of the dollar or less—and if they believe that agencies will find it necessary or desirable in the mid-sixties to render any types of services not rendered generally now.

Rolland W. Taylor (FCB) predicts increasing competition for men's minds, with more dollars of advertising, more new products, more selling words per capita per day, "and at the same time (if such things as the home video tape become available) more opportunity for people to free themselves from the captive audience. And

Report from

TEST CITY, U.S.A.



How your company may benefit from one of the newest, most intensive studies ever made of a typical American city

Again and again, Columbus, Ohio, has proved an ideal place to test a new product or service. Procter & Gamble, Lever Brothers, General Foods, Johnson & Johnson, Kraft, Campbell Soup, Colgate-Palmolive, Scott, Armour and many other experienced companies have used Columbus to test consumer reactions.

Now, Reader's Digest has studied this typical city in depth to learn the sales impact and influence of one magazine on the heart of America.

This research sheds helpful light on a major marketing dilemma: how can you cover the vast numbers of people you must reach these days, and still concentrate effectively on the higher income people most important to you? On the following pages you will find answers from the new book, "Inside Test City, U. S. A."

The greater the buying power,

New study shows that Reader's Digest gives greatest coverage where you need it most—in higher income groups

Can any magazine so large—35,000,000 readers per issue—also be *selective?* The new study, "Inside Test City, U. S. A.," answers that clearly and emphatically. In Columbus, a truly typical American city, the Digest is read by more people than any other magazine and especially by those higher income people who are essential to the sales success of most products and services.

Digest families earn more, live better and spend more than other families. Digest penetration is actually *six times greater* in the top income brackets than at the bottom of the scale (see ACROSS AMERICA chart on the right-hand page).

In Columbus, researchers interviewed people while they were out spending money. How many were regular Digest readers? In used car lots the answer was 38.9%—in new car showrooms, 53.1%. Wherever money was being spent, Digest penetration was tremendous. It was highest of all among groups where you would expect top incomes—57.6% among sporting equipment and boat shoppers, 56.8% among airline travelers.

. . .

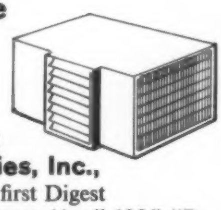
The Digest delivers size and selectivity together—in ways that mean the most to marketers.

South of Columbus' center (Postal Zone 3) the average family income is less than the city-wide average of $7,251—and Digest penetration is only 8%.

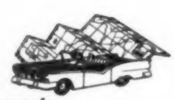
Advertisers get profitable results

...far greater than their experience elsewhere would suggest!

For Ford, Kraft, Johnson's Wax, Tappan, Kellogg, Nabisco, Alcoa—for more and more advertisers across America—unprecedented sales have resulted from Reader's Digest. Manufacturing company presidents, sales managers, distributors, retailers, in growing numbers . . . know from experience that the Digest produces action. For example . . .

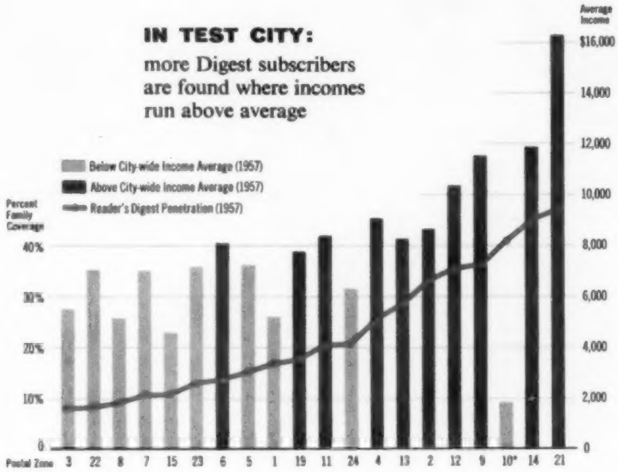


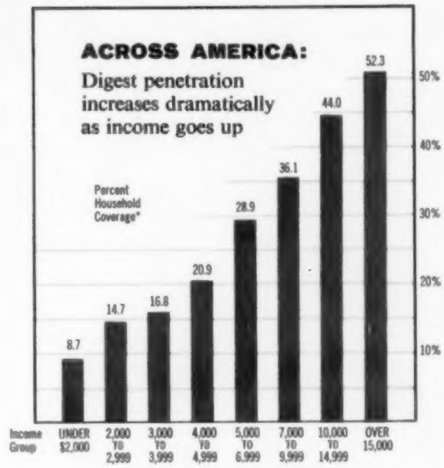
Lennox Industries, Inc., called its first Digest advertisement (April 1956),"By all calculations the most successful ad we ever published. We had to select and train more people in our Columbus plant and extend the assembly line. That ad was the mainspring in doubling our business in 1956."



State Farm Insurance Company showed a 35-40% sales increase after it started advertising in Reader's Digest. State Farm's Ohio Director said, "We got a tremendous increase in reader recognition." A State Farm agent in Ohio added, "I have received numerous calls from unknown people asking about our insurance. They saw the advertisement—and acted on the faith of what they had read in the magazine."

the greater the Digest's penetration!





*An interesting exception to the Digest pattern of penetration by income group—and one that proves the rule of Digest selectivity. Zone 10 is the Ohio State University postal area, filled with young faculty and student families.

*Based on figures for non-farm households from the Daniel Starch 1959 Consumer Magazine Report.

In upper Arlington (Postal Zone 21) the average family income is $16,400—and Digest penetration *by subscription alone* is 47%.

Big Bear Supermarkets,

fast-growing chain, have felt the Digest's sales power. The executive responsible for handling coupons recalled, among others, the Dove coupon. "That was tremendous," she said. "We got a ratio of five to one on any other soap coupon during that time. We still get a Dove coupon occasionally. It's amazing." (Dove's couponed advertisement had appeared almost a year earlier—and *only* in the Digest. 1,800,000 coupons were redeemed—almost 16% of the coupon's circulation.)

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

First Class Permit No. 4, Pleasantville, N. Y.

Miss Estelle Sheldon
Reader's Digest,
Dept. 1
230 Park Avenue,
New York 17, New York

Reader's Digest offers these <u>extra</u> benefits to its advertisers:

1. The largest proven audience of readers. It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the magazine than look at the average nighttime network television program.

2. The largest quality audience that can be found. More people with greater spending power read the Reader's Digest than read any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

3. Discrimination in the advertising accepted. The Digest alone of major advertising media accepts no alcoholic beverages, tobacco, or patent medicines. And for any product, it accepts only advertising that meets the highest standards.

4. Belief in what the magazine publishes. People have faith in Reader's Digest . . . faith in its editorial and advertising columns alike.

Need quality penetration of a <u>regional</u> market?

THE WESTERN EDITION offers over 2,050,000 circulation in its 9-state area. Family coverage is nearly 30%—and far higher among higher income families. In the Western Edition you can reach the cream of the Western Market economically—and with full-color impact and national-magazine prestige.

THE METROPOLITAN NEW YORK EDITION, which begins in April, 1960, will provide low-cost, prestige coverage of America's richest single market. Circulation rate base is 1 million, and this edition will reach approximately 3,495,000 readers. Family coverage ranges from 17% in low-income Hudson County (Jersey City) to well over 30% in such prosperous counties as Westchester and Fairfield.

Further results from Test City are available. What omens for marketing in the future are especially evident in Columbus? What do people *like* in advertising? Do they respond to the same things they say they like? These are among the many questions explored in the new 54-page book, INSIDE TEST CITY, U.S.A. For *your* copy, send the attached reply card.

Yes, I want more information

Please send the publication or publications checked.

☐ Booklet on the Western Edition of Reader's Digest

☐ Booklet on the Metropolitan New York Edition of Reader's Digest

☐ INSIDE TEST CITY, U. S. A.

NAME________________________

TITLE________________________

COMPANY NAME____________________

ADDRESS______________________

____

Simply fill in and mail. No postage needed.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.

Over 12,000,000 copies bought monthly

this runs right into one of our most acute problems, the increasingly high cost of mass advertising. Costs have grown even faster than the market has grown, making it harder and harder for the small advertiser, or even the middle-size advertiser to compete. Put these phenomena together and we can say that the next years in advertising must, and therefore will, be years of invention."

Barton A. Cummings (CA) doesn't believe that the percentages of total sales which will go into advertising will vary greatly from today's percentages but that the number of dollars involved will be greatly increased because total sales—and profits—turned in by progressive management in 1965, will be double what they are today. "Advertising agency service by 1965 will be more *intensive* rather than more *extensive*. And, of course, it is possible that as time goes on more agency services will be placed on a fee basis so that clients who wish these services can have them and those who do not wish special services will not be obliged to pay for them." . . . Walter Guild (GBB) agrees that if the current trend continues, an entirely different method of compensation will have to be developed because "agencies are rapidly approaching the breaking point in providing marketing services within the limits of the present compensation structure."

Thomas B. Adams (C-E) points to self-service and vending machines as placing a greater burden of pre-selling on advertising, and believes that in 1965 advertising will require more of the sales dollar than it does today. "With new brands appearing in large numbers, built by advertising, old brands can survive only by meeting this competition with more advertising. Opponents of the capitalistic system, if any remain in this country today, will argue that this is a vicious circle. The fact still remains that advertising will be required in a larger proportion as all of these factors in mass selling increase." Mr. Adams believes that in 1965 many agencies will provide the service of management consulting. "Many big agencies employ skilled personnel on specific jobs in which the total talents of these persons are not fully utilized. These extra talents can be called upon in special cases to aid clients who do not have the same talents on tap in their own organization."

William B. Lewis (K&E) believes that by 1965 the amount of advertising will almost double present levels, and that the most important growth will occur in *people*. "They must have more and more knowledge to do topnotch work so they learn. And as they learn, they grow. This leads, inevitably, to increased professionalism. That is a trend we see in all fields related to selling and advertising. Sales managers today are quite different men from those of twenty years ago, and they, too, will continue to increase their professional status. . . . We must learn more about the proper balance between advertising and merchandising expenditures in producing sales and building brand franchises. . . . We will be stepping up our internal communication programs so that the fruits of our research and the knowledge of our specialists are transmitted to all of our executive personnel. We can no longer rely, if we have in the past, on hiring good people and letting them go it alone. This communication problem by itself will put a heavy strain on agency management and personnel."

Will C. Grant (GA) expects that agencies will be called upon to perform more and different services. "Of the more obvious ones most likely to be expanded, the most important seems to be marketing. The importance of research will rise steadily. Merchandising services will become an even more essential segment of agency service, as will public relations or product publicity."

Brown Bolté (SSCB) doesn't expect more of the sales dollar to be spent on advertising in such industries as food and cosmetics, where advertising has been a primary means of moving merchandise, but he points to many other fields where the efficiency of advertising is just being discovered and developed. "Many of these industries are shifting toward placing the emphasis on pre-selling consumers through advertising, and de-emphasizing more costly ways of selling. . . . Because advertising cannot, never has, and never will work at maximum effectiveness unless all other factors affecting the sale are right and in harmony, tomorrow's agencies will support their end product—advertising—with sound marketing services and counsel."

Warner S. Shelly (NWA) sees the coming of a truly balanced agency. "The balanced agency will be sophisticated in marketing. Marketing isn't really an agency function because no agency can perform it fully. The successful client is likely to be very competent in marketing, and well equipped. (See caption under Mr. Shelly's photograph for detailed comment.) The balanced agency will be purposefully creative. The writer and artist will know that every marketing problem is different and that reliance on set styles or gimmicks, though it

may give the agency a transitory reputation of being a creative agency (surely an unnecessary term) can only result in sameness and diminishing returns. Marketing sophistication and purposeful creativeness—it's a combination hard to beat. And nothing else will do."

John P. Cunningham (C&W) finds it "only natural that more manufacturers' dollars will be put behind marketing. Furthermore, new products and more advertising on the part of non-consumer companies, such as metals, textiles and building materials, will increase the total national advertising volume in relation to the Gross National Product. Inevitably, the marketing share of the sales dollar must increase; and advertising as well as sales promotion, field selling expense and distribution expense will need more of the sales dollar."

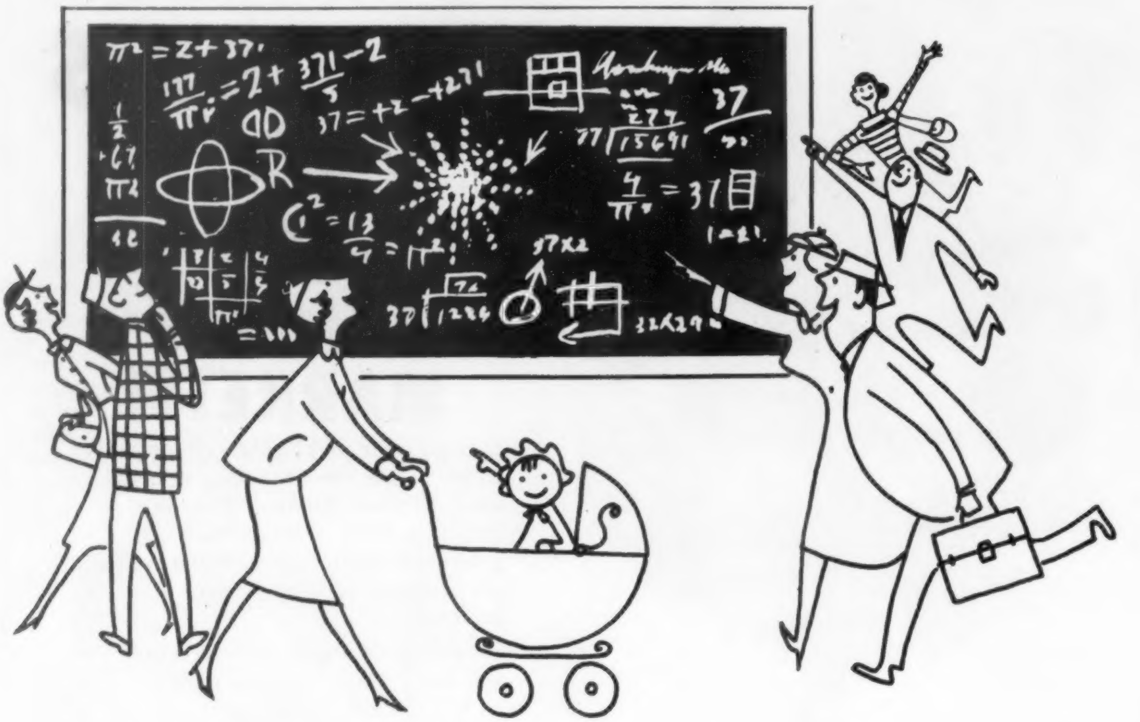
William A. Marsteller (MRGR) finds "most capital goods companies are still terriby under-advertised and only in recent years have some of the leaders in the industrial field begun to understand the function and value of advertising. Advertising agencies generally have been broadening their services for many years . . . The difficulty of small agencies in furnishing these desired additional services is one of the strongest influences behind the growing number of mergers. Some advertising men feel that advertising agencies must confine their activities to preparation and placement of advertising, but they seem to be in a the minority."

Both Robert E. Allen (FSR) and Charles H. Brower (BBDO) find that the economics of agency operation tend to restrain agencies from embarking into greater diversification of service, but both look for an increase in total national advertising expenditures in terms of a percentage of total sales. Mr. Brower points out three reasons:

1. Pressure for the consumer dollar will increase as a result of the wider range of interest of the consumer.

2. Pressure for a share of a market will increase as financially responsible companies merge with others and acquire new items for sale.

3. Every day new products hit the market, each claiming great new advantages. "And so today, instead of 4 major brands of cigarettes, for example, you have over 15. In the soap industry the same thing is true; more and more products making more and more claims. This flood of products and claims must result, in my opinion, in increased expenses in getting your own message over to the consumer." ◆



'Fission' in Markets: It Calls for A New Strategy in Media Buying

We've tended to look at a blur we call the "mass market." We've tended to think of the "consumer" as a stereotype. We've perhaps too often hoped that a carefully generalized appeal through multi-million-circulation media would lead us happily to volume and profit. Author Dean challenges these ideas, tells why more "segmented" advertising is inevitable.

by SIDNEY W. DEAN, JR.
Vice President, McCann-Erickson, Inc.

As marketers we are continuously and vitally affected by the evolving interests and attitudes of consumers.

I am convinced that the forces that are giving direction to these developments point to new and more genuine individualism. Diversity of individual needs and interests adds up to heterogeneity rather than conformity in our patterns of living, buying and behaving . . . whether as customers, audiences, voters or plain human beings.

New ways of living, working and playing together have been made possible by the automobile, the highway, and the media of communications. New community and family groupings are placing increased emphasis on group cooperation and relationships. But I believe that it is a false diagnosis to label the social result as conformity, or to assume that conformity, as such, will supersede individualism.

Individualism is the product of progress. Peter Viereck described our new frontier as the human mind itself. Diversity is a product of the freedom, the leisure, and the education to use our minds as creative instruments for self-realization.

It seems reasonable to believe that diversification of our populations and our markets is the inevitable, long-term consequence of our evolving ways of living.

Producers and distributors of goods and services are perfecting their products and marketing planning in order to capitalize on market diversification. In product planning, they are emphasizing sharper product differentiations and full-line product development. In marketing planning, they are adopting new strategies of segmentation—by markets, outlets, and media. Marketing segmentation is becoming a profit objective as well

as a growth and survival essential for American business.

It is certain that these trends will, in the future, have a profound impact on media selection.

Media planning based upon the principles of marketing segmentation will place greater emphasis on traditional values like marketing areas and consumer characteristics. But it will also develop new types of psychological matching of product and consumer images with editorial and program content. (Above all, it is certain to make greater demands on the editorial vitality of media and the creativity of their editors and producers.)

Today marketing and media planning have become inseparable because communications are at the heart of modern marketing efficiency. Research communications feed back information from the market to guide the policies of the manufacturer, the editor, or the program producer. Selling communications flow out to the market through manufacturers' and retailers' personal selling organizations, promotion, publicity, and general media advertising to generate product demand.

Increased productivity in marketing depends upon our ability to employ the full range of communications, not only to coordinate, but to integrate total marketing and selling activities. Full-line marketing thus treats all of the channels of communications as "media," including personal selling, publicity, promotion and advertising.

Henry Ford II made this observation recently: "Somehow there seems to have been a short-circuit of public understanding of the tremendous revolution which has taken place in the American economy. We have experienced, without quite realizing it, the evolution of a new kind of human institution—one which is both political and economic. The primitive and relatively unstable capitalism of the past has given way to a consumer-dominated, self-regulating system that broadly serves the interests of the people."

The two adjectives Mr. Ford chose to characterize our economy—"consumer-dominated" and "self-regulatory"—supply us with two bearings for exploration of current trends toward product and market segmentation. Managing the market has become as important a responsibility of business as managing the mill.

To manage the market we must know the market—segment by segment. This means individual evaluation of each segment, its sales potential, selling requirements and profitability.

According to J. H. Jewell, marketing vice president of Westinghouse, "Market totals . . . should not be allowed to conceal today's increasing trend toward markets within markets —or market segmentation. The more thoroughly we scrutinize markets to define their segments . . . based not only on familiar factors like location, age, income . . . but on new factors, both psychological and promotional . . . the better will be our results."

The most powerful single force working for product and market segmentation is the intensified competition for market position. Certain market segments have higher buying power, are more easily reached through distribution and advertising media. Today's manufacturers are realizing that concentration on these segments brings increased market penetration, at reduced cost.

Toward this end market segments are being targeted, specific product images outlined for specific target segments. Sharp increases in the numbers of product models, styles and brands highlight this specialization in product appeal. Since 1950, for example, the popular brands of cigarettes have increased from 9 to 17, detergents from 37 to 48, hand lotions from 9 to 16, and floor waxes from 9 to 14. These same trends reflect volume shifts from "all purpose" products to "special purpose" brands.

These increases also point up the shortening of the product life-cycle as manufacturers move to keep ahead of competitive appeals. And as products go through the introduction, build-up, maturity and decline, only those marketers most skilled at matching each phase of the cycle to the market segment and media audience most responsive—at lowest cost—will realize the maximum in long-term profits. Product life-cycles vary. Recognizing these variations, product planning can speed up obsolescence and replacement when change is advantageous.

Today's full-line product policies are a direct result of planning for marketing segmentation. In the past few years we've seen almost every major manufacturer act to round out his product lines by type, size, style, or price groups.

Mass markets, like mass media audiences, are only the aggregates of many segments, with varying degrees of sales response to basic product and advertising appeals. A diffuse appeal must sacrifice sharpness and impact to gain breadth of coverage. When appeals become too diffuse, product and brand loyalties weaken.

An example is the kind of product usage pattern we can trace through consumer research panels. In a single competitive and relatively unsegmented category, for example, it was found that the users of the leading brand divided their annual purchases among a total of eleven brands; the leading brand accounted for only 29% of its families' total purchases during the year, the second brand 27%, the third brand 14%, and the remaining 30% of the purchases were shared among eight other brands! Weakness and diffuseness of brand image is of course a wide-open invitation to the private-label marketer!

The trend to segmentation underlines why, as modern concepts of

"Finger Man" for Markets

Sidney W. Dean, Jr., is in advertising (he's v-p in the Planning Department of the home office of McCann-Erickson, Inc.) but he thinks of himself as a marketing man. He should. His work is concerned with marketing planning for the agency, with its 41 offices in the U.S., Canada and overseas, as well as its subsidiaries, including Communications Counsellors, Inc., Market Planning Corp., and Sales Communications, Inc. Born in Boston, he went to Yale for his AB degree. While in college he wrote for business publications and tried his hand at door-to-door selling (books, not brushes). A specialist in marketing and communications planning, he was a founding director and treasurer of the Controlled Circulation Audit, now serves as a director of the Audit Bureau of Circulation. During the war he served in the Air Force Combat Intelligence, won a Bronze Star for work in the planning of European heavy bombing. He lives in New York's Greenwich Village, summers at his ocean home, at Wainscott, L.I.

marketing have matured, market planning for profits has superseded pure volume as an objective. Product and market segmentation is a principal tool for maximizing and stabilizing profits.

With increased emphasis on the introduction of new and improved products, we would like to know very much more about these customers who are new product innovators . . . those who are among the first to try new products and then to talk about them within their communities.

The Survey Research Center at Chicago reported that these innovators seem to possess four characteristics in varying degrees of mix: They tend to have higher levels of income (but not substantially higher); they have a higher than average formal education; they are socially more active; and they tend to be heavier users of all of the media.

We need to know much more about these people as generators of word-of-mouth media influence as well as audiences for media. According to Columbia University's Bureau of Applied Social Statistics, word of mouth is the single most important communications influence on ultimate product sales.

In practically every product market we find that a relatively small segment of heavy users accounts for a predominant share of sales. This is a shifting segment, not only by product category, but also by product life-cycle. Media with relevant editorial and psychological patterns of segmentation can therefore offer both selectivity and efficiency for reaching heavy users.

There is considerable evidence that heavy product usage is highly correlated with heavy media usage. A few years ago, a Starch study compared the number of magazines received per family with levels of family income and ownership of appliances. The analysis showed that families receiving eight or more magazines had an average income one third higher than families receiving only two magazines. Families receiving eight or more magazines owned four times as many dishwashers and twice as many home freezers.

We have often penalized media which showed heavy overlapping of audiences with other media. Yet, the families of heaviest media overlap tend to be product innovators as well as heavy product users. In my opinion, advertising "over-investment" per family due to media overlapping—possibly as high as a dollar or two per family per year—is actually an extraordinary bargain in terms of efficient coverage of sales potential.

The current media strategy of one McCann-Erickson client is almost a model application of market and media segmentation principles: With only publication media for its principal product, it carries on a basic campaign in the general weekly magazines plus the magazine sections of over 300 Sunday newspapers. In addition, there are nine separate market segmentation campaigns in over 40 selected magazines. Circulation overlaps are carefully planned to concentrate on heavy user groups and to support seasonal promotions.

These general principles of market segmentation might appear to have primary application to media like magazines which lend themselves to selective editorial and audience strategies. But further consideration will quickly demonstrate that media segmentation is an inevitable consequence of marketing trends for all categories of print, display, and even broadcast media.

What has happened in California is a classic demonstration of the way the automobile and mass transportation are regrouping people around their jobs and their living interests to create entirely new types of communities. Often these new groupings occur within the corporate boundaries of established cities, forming "intra-urban suburbs."

But, in most instances, the new communities have coalesced outside of central cities. They are often far more than mere sleeping, schooling, playing, and shopping suburbs. The economics of transportation and distribution make many of them truly self-sufficient community markets.

The Census definitions of "suburbs" are inadequate guides to the location and size of these new community markets and their true rates of growth. A vast crisscrossing migration of our populations is taking place, which cannot be measured by the simple net gains and loss figures for each community. The fantastic speed at which these great internal migrations are occurring can be gauged from Census reports. Each year for the past five years, one fifth of all American families have changed the location of their homes, and one sixth of these crossed state lines!

Under these conditions, old conceptions of "trading areas" are changing radically. Marketers are seeking to define new sales and advertising control areas within central city boundaries as well as outside. The changing retail trading areas of super markets and diversified shopping centers place a premium on the availability of media to match these evolving market patterns. The patterns of outdoor plants have been revolutionized. The number of intra-city community newspapers is increasing. Already, the combined circulation of all community newspapers in areas characterized as "suburban" is close to six million.

A number of special market studies for McCann-Erickson clients have markedly affected orthodox media planning. In a recent instance, such a study showed that the most efficient combination of newspapers to match product sales potentials called for the use of only one metropolitan daily plus a selection of 20 community newspapers.

The metropolitan daily and Sunday papers also have capabilities for market segmentation within their normal patterns of circulation. In their central cities, they tend to be mass-coverage media, usually with family penetrations in the range of 70 to 100%. However, as product, service, and cultural trading distances increase, readership declines, usually in inverse relationship to audience buying power, education and living standards. Thus, the selectivity of metropolitan daily circulation in terms of market segmentation varies by trade and influence areas. In my opinion, there is a promising opportunity to improve the versatility of newspapers as a basic medium by progressing from the conventional concept of "all-purpose" city and retail trading zones toward more flexible areas for marketing control which are based on true communities of living and editorial interests.

Media are guiding other opportunities for segmentation strategy. Regional segmentation is aided by split-runs and regional editions. Special formats are being used more and more to augment audience segmentation by increased creative impact. Multiple page inserts, special sections, and novel color, space, and shape treatments offer advertisers impact comparable with direct mail, catalog, or house organ formats—but at the lower unit costs and higher market penetration of the general medium.

It is certain that more planning for newspapers and all local media will be done on a market-by-market basis. Geographical segmentation will follow product distribution and buying power. Merchandising through key outlets will be stressed in accordance with companies' own specific distribution and promotional patterns.

We are now beginning to observe new market segmentation strategies in advertisers' use of network television. With steadily rising fixed costs, plus relatively inflexible market coverage patterns, advertisers are closely

The Drift—and the Meaning

1. The direction of growth of our society and economy is toward diversification of markets.

2. Marketers will capitalize on those trends and maximize their competitive strength by strategies of product differentiation and market segmentation.

3. Marketing segmentation makes increased media segmentation inevitable, not only by more precise geographical, social, and economic categories, but by sharper editorial and psychological direction.

4. Improved media segmentation will stimulate new developments in media efficiencies, and greater editorial and advertising impact.

examining television audience profiles by age, buying power, and interests which parallel their market segments. Program selection is therefore greatly influenced by the quality of audiences from a sales potential point of view as well as by the quantity.

Another clue to the trend toward greater selectivity in the planning of television is measurable by the rapid shift from single to multiple sponsorship of network programs. In the 1954-55 season, 80% of all nighttime programs on the three networks had only a single sponsor; this current season, only 46% of network shows are exclusively sponsored. During this same period, the number of shows with alternate sponsorship has increased from 19 to 41; the total of shows with multiple sponsorship increased from 5 to 15.

As media planners, we cannot overlook the significance of the extraordinary long-term growth of advertisers' investments in business papers which are the most precisely segmented of all general media. Advertisers are now spending at the rate of $550 million per year in merchandising, professional, and industrial magazines. This compares with a prewar level of less than $100 million and is now at twice the level of national advertisers' expenditures in either radio or outdoor, and better than two thirds of the dollar volume of either general magazines or newspapers. Since 1950, business papers have shown twice the growth rate of all other forms of print media.

Editors are probably the original pioneers of what has been labeled the "modern marketing concept." Editors, from the beginning, have been practicing communications both *to* and *from* the consumer. They have immersed themselves in their readers' problems and interests, and have concerned themselves with audience feedback. The very nature of publishing continuously involves the editor in product change and improvement.

Editors are the prime practitioners of the creative use of discontent to promote material betterment. They early recognized that complacency is the enemy of productivity in every phase of life.

I personally believe that the editorial pendulum may have swung too far toward mass emphasis . . . in the direction toward which the examples of television and radio broadcasting programming have pushed it. Many publications, in the effort to compete with mass broadcasting and print supplements, may be abdicating their first responsibility to serve their primary audience with depth and impact.

I do not mean to belittle the editorial role or the advertising function of the few relatively unsegmented media of mass circulation. For advertisers of products whose various market segments — both socio-economic and psychological — represent only slight variations in sales potentials, the mass media will probably continue to deliver audiences at lowest net costs.

But for all other media, especially print publications, market and audience segmentation is a promising direction for profitable, healthy development.

In the last analysis, markets do not become marketing opportunities until media convert them into audiences. The real marketplace is thus an attuned and receptive *state of mind*. It can be formed as well as identified by the image of the medium that creates and serves it. Sharper editing and programming to the market will project sharper images of the medium itself to its advertisers and distributors. Too often, the medium's effort to represent itself as a universal marketplace results in an image which is blurred and diffuse, just as an advertiser's desire to present some degree of product appeal to every potential market will produce a blurred and feeble product image. Neither advertising nor editorial can be designed to entertain, inform, and sell everybody.

In the intense competition for circulations as well as sales, we cannot afford to sacrifice the striking power of sharp editorial and advertising impact for shallow appeals and superficial coverage. Our best guides are the creative judgments of our writers, editors, and producers.

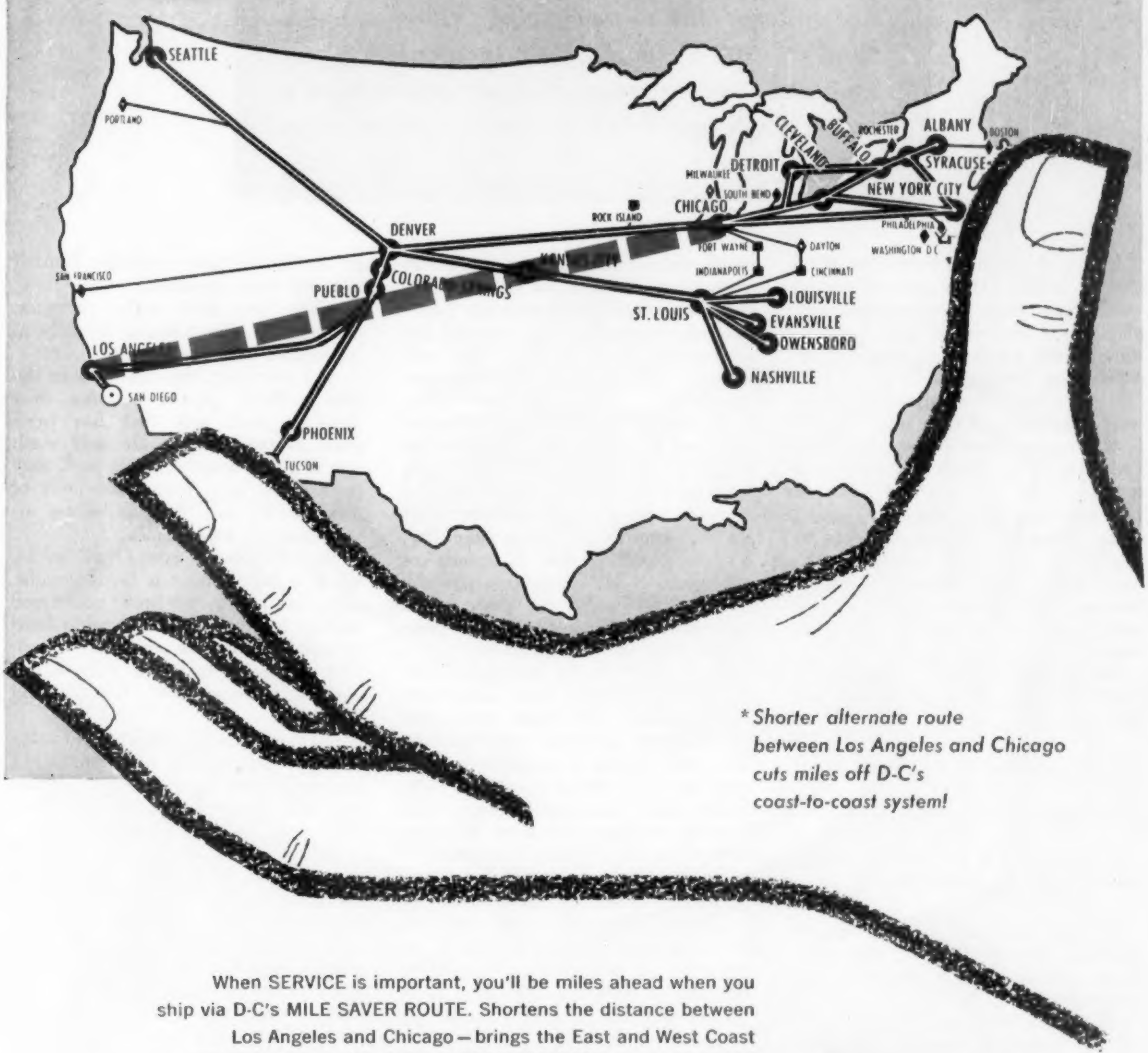
We will continue to improve the marketing performance of advertising as we improve the media planning process itself. The Market Planning Corporation, the research affiliate of McCann-Erickson, recently completed a survey of media buying among both advertisers and agencies. Their summary pointed out that media selection was one of the most complex of modern business decisions, involving an extraordinary variety of motivations as well as number of participants. Media planning is group controlled, yet it can be no better than the creativity of the individuals who possess the rare skills to evaluate both markets and media . . . and the intestinal fortitude to assert and fight for their judgments.

Media decisions have been called "a struggle between the rational and emotional." In my personal opinion, too often the rational elements are permitted to win! An unfortunate result of this process is the block thrown in the way of media-planning innovations and experimentation. Intangibles play a decisive role. Media innovation often requires collateral distribution and merchandising support. Often the financial risks seem high. Yet these risks must be calculated, shared, and accepted by all of us if media planning is to keep up with marketing progress.

I believe that media planning and development designed to capitalize on trends toward segmentation of markets offers high rewards for advertisers, media, and the American marketing system. Better audience segmentation will improve sales efficiency and heighten the sales impact of advertising ◆

Shorten the distance coast-to-coast with...

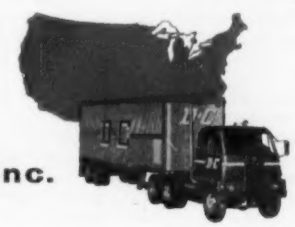
D-C's MILE SAVER* ROUTE



** Shorter alternate route between Los Angeles and Chicago cuts miles off D-C's coast-to-coast system!*

When SERVICE is important, you'll be miles ahead when you ship via D-C's MILE SAVER ROUTE. Shortens the distance between Los Angeles and Chicago — brings the East and West Coast miles closer — makes D-C's DIRECT SERVICE even more direct!

Try D-C's MILE SAVER ROUTE on your next shipment — you'll discover why D-C is the coast-to-coast choice for coast-to-coast service!



DENVER CHICAGO TRUCKING CO., Inc.

THE ONLY DIRECT COAST-TO-COAST CARRIER!

Marketing on the Move

Start to Worry TODAY about the Salesmen You'll Need TOMORROW!

Recognize sales recruiting for what it is: A function calling for realistic long-range planning and expert management attention. Here's a 10-point approach to building a sales force for the '60's.

If your salesman in Nashville, Worchester or San Diego resigned today, would you have an immediate replacement? Or would you have to start at the beginning, rounding up candidates, hoping for luck?

If your men in all three territories were removed within a week, would it throw you into a nervous sweat and trigger a crash campaign of hiring?

If you have no replacements . . . if you're living from day to day attempting to fill sales jobs only after the incumbents have departed, one of your top priority future planning projects is that of of getting a grip on your sales personnel problem.

In the 1960's, if you hope to live profitably and grow profitably, you will be. . . .

1. Introducing new products.

2. Opening new markets.

3. Operating in a hazardous quicksand of shifting competition.

To hold and improve your market position, you will need *more* sales manpower and better qualified sales manpower.*

The current concentration of interest and money on research and product development is tending to obscure the equally urgent need for more effective planning and organization which will provide the salesmen and the middle-management talent needed to introduce, and expand the markets for, the products that will emerge from those development programs.

If yours is a big company, chances are you have already been forced into systematic recruiting and training to provide a pool of qualified sales manpower upon which you can draw for replacement and expansion. But, if you're among the thousands of companies of lesser size, you may still —to your detriment—be operating on a hand-to-mouth basis in the manpower area of your business.

At no time in the foreseeable future does it seem likely that new developments will lessen the need for effective personal salesmanship. The price of lack of foresight in planning to meet future needs for adequate sales coverage is high, and hard to estimate in dollars. Entering into it are these considerations:

Good men are scarce. Any company that is not finding it necessary to screen larger and larger numbers of candidates to find one who is acceptable, is an oddity. Prospecting for men is therefore becoming more time-consuming. It takes longer just to "find the bodies." And since the trend is all in the direction of more careful screening through interviews and tests, this process, too, is tending to consume more, rather than less, time.

If a company begins to seek a replacement only after a territory is vacated, there is always the temptation to hire the best candidate available at the moment, even though no candidate who presents himself may be truly qualified.

When you hire under pressure, preliminary sales training is likely to be hurried and inadequate.

As a corollary, the man sent to the field without proper training may damage good will that has been years in the making. He may wash out in a few months, or, at best, may be brought to a reasonable level of productivity only with an excess investment in supervision.

Weeks, months even, may go by while a replacement is being sought, thus leaving a territory uncovered and giving competition a gold-plated opportunity to take over. It's invariably expensive to regain even a few percentage-points of lost market position.

Lack of stand-by men, promotable to field assignment, may prevent a company from moving in to capitalize on new sales opportunities when they arise quite suddenly.

All of these sources of loss and waste and disruption should be weighed during consideration of the outlay required to set up and maintain an efficiently organized manpower program. What's important is that these are largely hidden and hard-to-estimate costs. One way to get management perspective on a bigger manpower budget is this: Figure out what it would mean to your company, in total sales per year, if you could lift the efficiency of every man on the sales force by only 50%, and cut the turnover by 25 to 50%.

Certainly there is no easy way to meet replacement needs and to expand a sales force with men who

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* A group of 40 top management men, polled in August 1959, estimated that, for their companies, sales manpower would have to be increased in the next five years, an average of 37%. See "Executive Jury Forecasts Tomorrow's Major Trends in Marketing," SM, September 4.

Mr. Gains

have better-than-average chances of sticking and making good. But a large measure of the risk inherent in hiring on a catch-as-catch-can basis can be avoided by more systematic and purposeful management of recruiting and training.

Here are 10 recommendations by Sales Management's editors for action which will enable any company to get a firmer hold on the interwoven problems of recruiting, screening, and upgrading the men who will be needed to keep your business competitive and growing:

1. Make someone of reasonably high executive stature responsible for manpower planning and organization. After you have measured the nature and scope of the job before you, give him the authority and the budget he needs.

2. Take a hard look at your turnover rate and develop a realistic estimate of what it now costs to replace the men who must be released in any one year's time, and those who resign to seek greener pastures. If you've been losing good men, be absolutely certain you know why.* (Many a company knows but simply hates to face it because of the basic policy changes called for.) If you do not now use carefully conducted termination interviews to learn the true causes for resignations, start doing so immediately.

Examine your compensation plan. Is your pay scale competitive for the type of man you want? Does your plan provide "rent and groceries" money even though it has a commission element? Does it embody incentive? Is it competitive with practices elsewhere in providing such benefits as group insurance, health plans, vacations with pay, retirement funds?

See that you have a logical and convincing answer to the question you'll get from almost every worthwhile candidate: "What opportunity is there for advancement?"

Look at your present policies covering recognition for superior sales performance. If money is the only reward you offer, consider honor-club plans, other recognition devices which glorify the top producers in the eyes of their families and fellow men. "Man does not live by bread alone."

3. If you're to be abreast of the best of present practice, prepare (a) a thoroughly accurate and carefully worded job description for your salesmen, and (b) a recruiting booklet that tells who you are, what you make, where you sell your products, how your salesmen operate, what you do to advertise and promote your products, what makes your company and your industry attractive as a career opportunity.

4. Estimate your sales manpower requirements at least for the next five years. Estimate your middle-management requirements. If you're likely to need 30 more supervisors and 100 more salesmen, then perhaps one out of two you hire for selling jobs from here on out should be selected because he has definite management potential.

5. Analyze your sales employment records to discover where, in the past, you have found your best candidates. Have you done better with men in certain age brackets? With men of a certain specified level of education? With men you've brought into selling from some other line of work? Use what you learn in your future prospecting.

6. Now examine your selection procedure to see if it's up to date. You should have a well-designed application form. You should follow a patterned interview procedure with forms suitable for note-making. If you have never used aptitude testing, explore it. If you do not now require a complete medical examination, you should do so. If your method for following up references is slipshod, tighten it up . . . at least some of this follow-up should be done through personal or telephone interviews. Consider the use of one or more services available from the outside, through which you obtain reliable character, credit and background information about a man.

7. Make a dispassionate appraisal of your sales training plans and procedures. A majority of today's best candidates for sales jobs favor companies in which they are assured the benefits of specialized training. If you are now providing mostly, or only, instruction in product(s) and application, you are dangerously weak. Such training should be supplemented with training in such areas as the techniques of salesmanship, territory management, merchandising the advertising, retail management and operation if your product sells through dealer channels.

8. Provide leadership and facilities to encourage your men (those you have now and those you will add later) to pursue self-training. But

* See "If You Can't Keep Your Best Salesmen," SM, January 16, 1959.

LIFE

under no conditions should you consider this kind of activity a substitute for guided organized training and retraining under company auspices.

9. Do not fail to look in your own factories, offices, warehouses, service departments, for men who might, through proper training, be qualified for the sales force. Let your employes know, through bulletin boards, special announcements, and house organs, that there are opportunities in sales.

10. If you recruit college graduates be certain of two things: (1) that you start your recruiting with a long lead time before graduation . . . even with some prospecting among men in their junior years. The competition at this level is now so intense that latecomers find all of the best candidates committed elsewhere. And (2) make certain that you have personable and highly capable men making your presentation and doing your interviewing on the campus. Count on it: The questions will be searching, and the job-seekers will want and expect clear-cut answers. In this situation the students will judge your whole company by the personality and behavior of those who represent you. ◆

Predictions In Packaging

(continued from page 17)

and cognizant of the need for the objective approach, have taken the lead in integrating research with the design development process.

7. *More companies will put packaging planning and research on a year-round basis.*

This means establishing a packaging function within marketing and giving responsibility for it to a man of executive status. There should be one individual in each company who acts as a packaging coordinator. His sights should extend both to the production of suitable packages and to the marketing function of the package. Year-round attention to packaging, eliminates the need for crash programs sometimes caused by fast-moving competitors.

A man with this function can make sure the company stays in the forefront with respect to packaging developments and possibilities. With so much creativity in packaging now, so many new and tradition-breaking developments, there is no way for a company to be on top of the field unless it assigns someone to watch what is going on and keep up on all possible applications of new developments to the company's products and packaging potentialities. This makes it possible for a company to take the lead in packaging rather than simply following.

Such a program would permit its executive head to think boldly and imaginatively with respect to packaging, and to smell out trends that could either leave his company behind or provide a new opportunity to seize competitive advantages.

A packaging coordinator in the food processing field, for example, will watch developments in home appliances, realizing that these may have more to do with packaging than many people are aware of. What about the growing table-ready factor? Will more and more convenience foods be served in their "package," without change of vessel? If, so, this will make a difference during storage and the package itself will need to be more compatible with the dining area than the pantry. Storage space in appliances will dictate or influence shape of package, and package shape in turn will govern developments in appliances. Both must be watched and anticipated. It's a full-time job at today's fast pace. ◆

Keeping Track of Competition

(Continued from page 21)

uations based on competitive data are the following:

(a) share of market

(b) sales volume in relation to selling investment

(c) gross margin on sales

(d) inventory turnover

(e) product development

(f) others designed to meet individual company and industry needs

The whole process of gathering information about your competitors isn't as cloak-and-daggerish as it might appear on the surface. It's merely good, common business sense—merely a matter of establishing the right procedures and attitudes. Here's how you can start today:

Take your pencil and check each of the 39 questions that you can answer affirmatively—and evaluate the accuracy of the answers. If you can't answer most of them, or if you are doubtful of the accuracy of your information, then:

1. Determine gaps in your present informational system on competitors.

2. Assign responsibility for gathering, in one place, the information you need.

3. Make sure you're using all the eyes and ears your company has in contact with competitors' efforts.

4. When the facts are in, check your operations to see what opportunities you may be missing to increase your company's marketing effectiveness.

In the rapidly changing markets and competitive situations today, it is becoming increasingly important that sales and marketing executives base their decisions on firm, factual foundations. Many decisions are sounder and easier to arrive at when they are based on accurate and timely knowledge of competitors' strategy and tactics. ◆

"Long-Range Planning" Vs. "Forecasting"

Since one of the major basic purposes of long-range planning is to make sales forecasting (and all other forecasting) more reliable, it is impossible to set the two apart and define the differences between them.

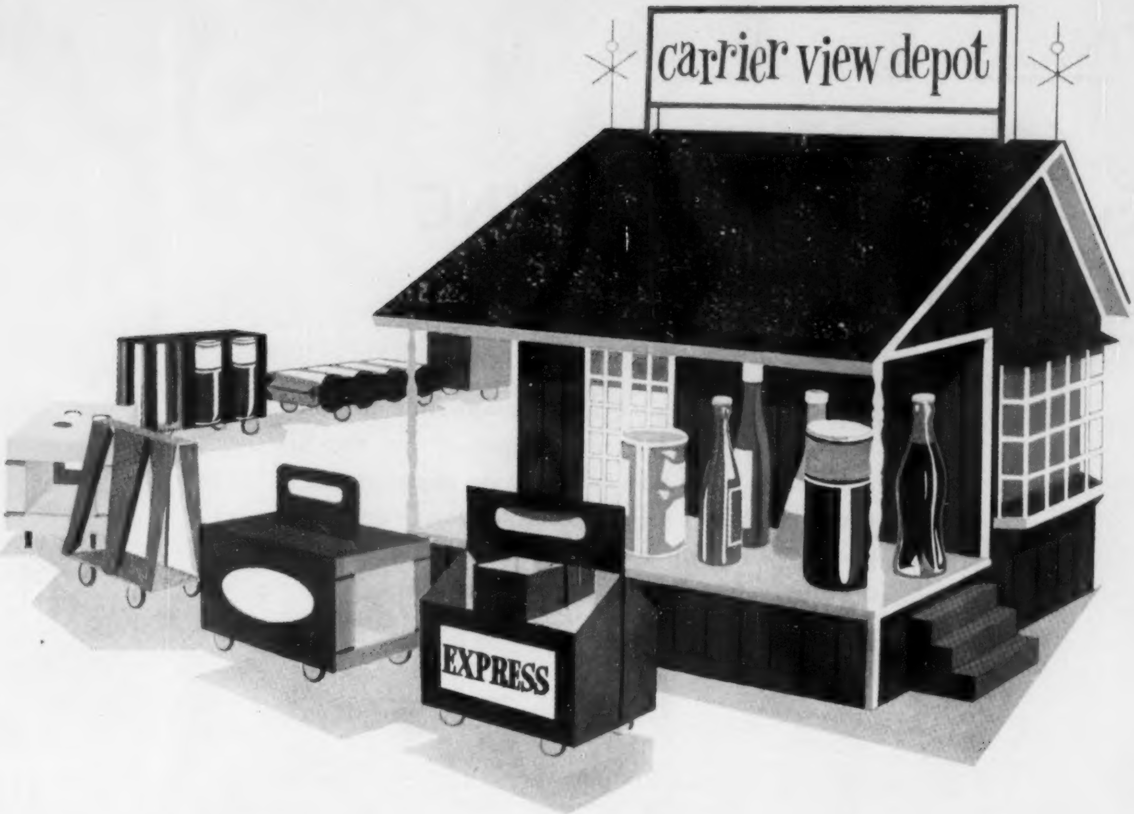
Too much "forecasting" today actually has little or no relation to long-range planning. In many businesses, so-called "forecasting" done largely on an off-the-cuff basis often is mistaken for "planning" when there actually has been little real planning involved. This, of course, means that whatever "long-range planning" is being carried on under such circumstances can have little or no point.

Unless long-range planning comes up with specific supportable statements answering the questions

"Where are we going?
and
"How are we going to get there?

—and unless the answers are logically based on well-stated corporate objectives and realistic assessment of capabilities—the end result is little short of useless.

—WALTER J. SEMLOW
President, Barrington Associates, Inc.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EXPRESS

Marketing on the Move

Everything is GROWING Down on the Farm

From the bigger and better crops that demand more and better farm equipment, to the increased buying power and new sophistication that also wants more of the "urban" consumer products—today's farmers have the key ingredients for a most happy market.

By D. GALE JOHNSON
University of Chicago

Even the farmer's daughter has changed her ways.

Chances are she works in a city today, and is a far wiser girl—and far more valuable to salesmen as a prospect for all the consumer products once considered only saleable to city dwellers.

For farmers—and farmers' families—are buying more than ever before. While their numbers may be dwindling, their buying power as well as their widening range of interests are making them prime prospects in almost anybody's book—from the makers of the newest and best farm equipment to manufacturers of convertibles, cake-mixes and the latest in convenience items.

And the potential is growing.

Manufacturers and others selling to farm people must always remember that they are serving a dual market. Urban families generally buy only for their own personal use; the goods and services used in production are bought by their employers. But farm families represent a major market for producer goods as well as for consumer goods, with purchases of both types being made by the same families. Consequently, the reputation for high quality and performance of products of one type may be of considerable value to the manufacturer in selling other types of goods to farm families.

The usual income data which measure net incomes of families, such as those published by the Department of Commerce, greatly underestimate the size of the market provided by farm families. The family income data provide an indication of the amount of money that can be spent on consumer goods. The series thus does not include the almost equal expenditures that farm families make for goods and services used in production. In 1958 farm families had a net money income of about $17 billion. The money expenditures for productive goods and services, excluding those bought from other farmers, totaled approximately $14 billion. This represented a total expenditure of about $31 billion or roughly $7,000 per farm family. This high figure represents a market well worth cultivating.

What kind of a market is it? Two things can be said with some certainty: First, as a market for consumer goods, it is becoming more and more like the urban market. Second,

Farm Boy to Economist

Dr. D. Gale Johnson is an agricultural economist with an itch to see how things are growing down on the farm —even Russia's farms! In 1955, as a member of the American Agricultural Delegation, he toured that vast country, swapping farm knowledge with the big boys of Red agriculture. He's been a professor, government advisor, consultant to the TVA. Since 1953 he's been a consultant to Rand Corp. A prolific writer, he's published two books on agricultural subjects, numerous articles on farm economics.

as a market for producer goods, it is highly dynamic and changing—and will grow in aggregate volume more rapidly than the changes in total farm production. A large proportion of the producer goods now bought by farmers simply weren't on the market 15 years ago, while many others have been so modified and improved that the dissimilarities stand out more than the similarities.

For the nation as a whole the net family income of farm families is significantly lower than non-farm family income. In recent years the mean incomes of farm families have been about $4,000, while non-farm family incomes have averaged about $7,000. While part of the difference in income is due to the methods of valuing income (food produced and consumed by farm families is valued at farm selling prices rather than at what the same foods would cost at retail), much of the difference represents a difference in real income. Thus one would expect that the farm market for consumer goods would be more heavily concentrated on medium- and low-quality items than would urban markets.

However, studies of expenditures by farm families indicate that between 1941 and 1955, farm-family spending for consumption increased significantly in comparison to spending by urban families. In 1941 money expenditures of farm families were at only 30% of the urban level; by 1955 farm expenditures were 48% as great as urban. There is no reason to believe that this trend will not continue.

One reason why farm and non-farm markets for consumer goods are becoming so similar is that a large proportion of workers living on farms have their principal occupation in non-farm work. In 1958, 34% of the employed men and 61% of the employed women living on farms had non-farm jobs as their most important job. In 1941 the proportions were 17 and 52%.

Another reason for the similarity is that both farming and farm life are becoming more fully integrated into our basically urban economy. Good roads, the automobile, radio, television, the telephone, and the rising incomes of farm families are all factors leading to greater integration and eliminating major differences between urban and rural life.

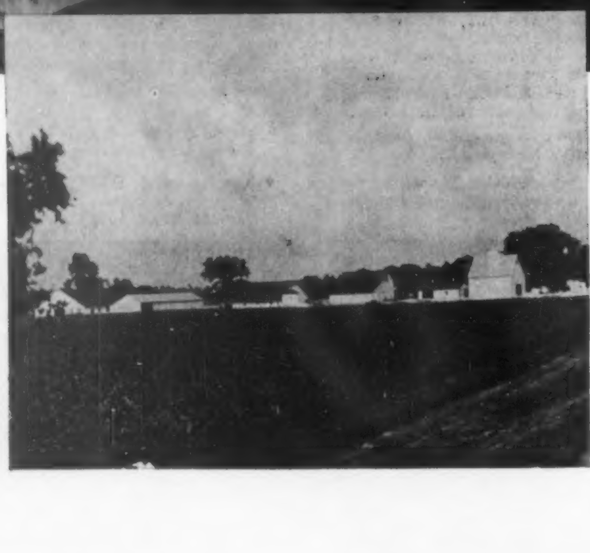
While it is undoubtedly true that the farm market for consumer goods tends toward lower-price lines, it should not be assumed that higher-price items cannot be sold in farm areas. In 1955, when the middle line of the low-price three cars equipped with automatic transmission, radio and heater had a list price of about $2,500, the average cost of new automobiles purchased by farmers was somewhat greater than $3,000. While this hardly puts all farmers in the Cadillac class, it does mean that farm families bought substantial numbers of the medium-price cars and even a few Cadillacs, Lincolns and Imperials.

Regional differences in the level of farm-family expenditures are worthy of note. In 1955 the money expenditures for family living ranged from a low of $2,622 in the east-south-central states to a high of $5,135 in the Pacific states. The national average was $3,303. The average for all the southern states was $2,840, while the average for the rest of the nation was $3,726. These data clearly indicate that the farm market for consumer goods can not be treated as a single market, but must be systematically separated into several segments.

The rapidity with which farmers have adopted relatively high-price home appliances and semi-luxury

Thanks to unbalanced media buys . . .

Your competition neglected



Surrounded by foodstuffs, rural America turns to the supermarket for its daily bread. One-fourth of their personal income goes to the grocery store every year . . . a figure almost identical to urban consumer expenditure.

this $4 Billion food market

Farm families own a farm-full of food
. . . but they buy it by the package

Your competitor forgot. He neglected to balance his advertising media buys over the farm food market potential. That's the reason State and Local Farm Papers can offer you a relatively free hand in a four billion dollar annual food market.

Your competitor is presently trying to persuade farmers to buy primarily through slop-over, urban advertising. This oversight is your opportunity to be heard—and listened to—with unusual attention.

Here's why State and Local Farm Papers are best to balance coverage. They're flexible, and can be distribution-matched. Buy them individually, in units, or as a group. They're personal, because they're written with the color and the warmth possible only with limited-area circulation. Readership runs as high as 94% on editorial matter . . . nearly as high on ads. And they are the media farmers prefer over other rural publications.

Help yourself to this four billion dollar food market with State and Local Farm Papers. They're the flexible, personal, and preferred sales medium influencing your customers in Farmland U. S. A.

Find out more about the rich Farm Market . . . Explore the great sales potential it offers. Write for Booklet — "Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer-Ranchman
Arkansas Farmer
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Georgia Farmer
Idaho Farmer
Indiana Farmer
Kansas Farmer
Kentucky Farmer
Michigan Farmer
Mississippi Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Southern Planter
Tennessee Farmer
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

items is clearly indicative of the very considerable potentialities of the farm home market for a wide variety of items. In 1950, for example, only 16% of farm families in the north-central states had home freezers; only four years later the proportion had jumped to 40%. In 1950 only 3% of all farm families had television sets, compared to 16% of all urban families. In 1955 42% of farm and 74% of urban families had sets. During the next year the number of urban families with television sets had increased only modestly to 78%, but the number of farm families with sets increased by almost a quarter and 53% of the families had television in their homes. Later figures are not available, but they would undoubtedly indicate a narrowing of the gap.

In 1958, American farms produced almost 50% more farm products than in 1940. This record level of production was achieved with slightly less cropland and a third less labor was used than in 1940. Output per unit of labor increased by almost 120%, a record that can be matched by no other major sector of the American economy.

Though a number of factors were responsible for this remarkable increase in total output and output per unit of labor, one important element was the substantial increase in the purchases of farm goods and services. Farmers now use more than twice as much fertilizer, machinery, and other purchased materials per unit of production than they did twenty years ago.

Many of the items that farmers are now buying in large amounts were either unknown or very unimportant two decades ago. Such items would include liquid fertilizers, DDT, 2, 4-D, field forage harvesters, pick-up bailers, self-propelled combines, cotton pickers, beet harvesters, plastic and lightweight metal irrigation pipe, sprinklers, antibiotics, hormones and a wide variety of mineral trace elements.

This partial list of new products well illustrates how producers of almost all major industries find an important outlet for their products through sales to farmers. It also indicates that farmers are quick to adopt new products that permit them to produce more cheaply. We can no longer assume that farmers are bound by tradition and are unwilling to try anything new.

In recent years there has been a general tendency for the net income from farming to decline, though this trend was at least interrupted in 1958 by a combination of unusual circumstances. Net farm income was $16.3 billion in 1951. There was a gradual decline to $11.6 billion in 1956. The 1957 level was slightly higher; a substantial increase occurred in 1958; but the 1959 level will be roughly midway between that of 1957 and 1958 and substantially below the 1951 level. There is little prospect for significant improvement in the next few years.

A casual interpretation of these figures might imply that the farm market is a shrinking one. But such is not the case. First, the level of purchases by farmers from non-farm sellers was substantially greater in 1956 than in 1951. The increased purchases represented efforts by farmers to reduce their costs per unit of output. Second, the decline in farm population combined with an increase in amount of non-farm income earned by the farm population has meant that per capita income has either remained stable or increased slightly over the past few years.

Finally, the asset position of American agriculture is more favorable than ever before. Throughout the postwar period there has been a steady improvement in total assets and this improvement has not been matched by an increase in debts. On the first of this year, the total value of agricultural assets was $203 billion; total debts, including those for consumption purposes were only $23 billion or about 11% of total assets. In 1940, debts or liabilities amounted to 19% of total assets. At the present time, the farmers are in a highly solvent position.

The farm market is a growing market. It is also a changing market. It is a market in which a wide range of quality and a broad variety of goods can be sold. It is a market that demands much the same goods sold in urban consumer markets. And as a market for producer goods it requires a degree of variety and sophistication that approximates that required by many industrial firms.

A Marketing Team at Texas Instruments Talks to Chilton

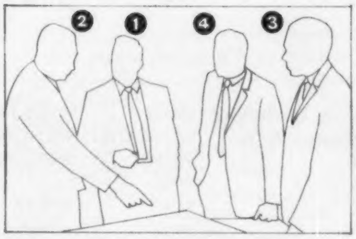
"In our opinion the trade press, both editorially and as an advertising medium,

helps fill a

Typical of industrial pioneering into the unlimited and uncharted tomorrow is the operation of the Semiconductor-Components division of Texas Instruments Incorporated. In 1952, TI became one of the first licensees of Western Electric for the production of semiconductor devices. The next year it began commercial production of germanium transistors. Shortly thereafter came the first commercial silicon transistor and the first practical high frequency germanium transistor, making possible the all-transistor radio. Today this division is the world's largest manufacturer of transistors serving all industrial, consumer and military markets. It produces more than 250 separate types of semiconductor devices. These products are sold through sales engineers who staff offices in every major electronic center throughout the country and are backed by a fine distributor network. Highly important to the success of this sales organization is the division's marketing team. We recently talked with several members of this group—James F. Carland, Manager of Marketing; Richard J. Hanschen, Field Sales Manager; Dan Dailey, Marketing Research Manager; and Charles M. Clough, Advertising Manager. We asked these gentlemen to comment on the value and use of the trade press, each from his particular point of view.

Here are the highlights of their remarks . . .

vital need"



1 **Mr. Carland says,** "In our opinion the trade press, both editorially and as an advertising medium, helps fill a vital need within the entire industry in the exchange of information. It bridges the gap between those who make and those who use electronic devices. At times it helps us discover the need for a particular device customers need . . . and many times it helps customers discover devices they didn't know they could use to advantage. Yes, the trade press plays a major role in our coordinated sales efforts and helps sell the reliability of TI products to customers and distributors alike."

2 **Mr. Hanschen says,** "Trade magazines play a particularly important role in the success of our sales efforts. Many times editorial or advertising material turns up entirely new prospects or customers among those either unknown or inaccessible to our sales engineers. Our particular market is growing at a tremendous pace . . . and the need for good, accurate technical communications is of paramount importance to everyone connected with the industry, in fact indispensable."

3 **Mr. Dailey says,** "From the marketing research point of view, we find trade magazines extremely valuable. We subscribe to about 30 different magazines, each one of which we carefully scan to keep fully informed concerning new products, new applications, new developments, and competitive activities. We also find that much of the material available to us from various trade publications offers good starting points for our own research projects."

4 **Mr. Clough says,** "Trade publications are uniquely important to a manufacturer of semiconductor devices. Ours is a brand-new industry which sees major changes and developments taking place almost overnight. This, of course, imposes a major task on everyone within the industry who is determined to progress and succeed—the job of keeping abreast. And it is only natural that they should rely heavily upon the editorial and advertising pages of trustworthy publications as a primary source of information. And because readers depend so much on them, they afford us an excellent opportunity to tell the TI sales story."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton

COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas • Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age • Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

Marketing on the Move

Metropolitan Area Projections to 1965

Several hundred Sales Management readers responded to a May 25 letter from the editor in which he suggested four different projects for the "Marketing on the Move" issue which would involve both standard and potential Metropolitan County Areas.

By an overwhelming margin they voted for a projection to 1965 of population, sales and income.

Many of them gave reasons. P. H.. Westworth, S.M., Prince Gardner, St. Louis said, "This information would be of great use to us as far as B.P.I. figures are concerned and in the re-alignment of territories" . . . F. M. Gehring, Libbey Glass Division of Owens Illinois, "We are at the moment *primarily* interested in growth for the next five years" . . . Wm. J. O'Rourke, United Men's Division of Brown Shoe Co., "The projection would be helpful and, of course, we would emphasize our selling efforts in these growth areas."

Among other uses suggested for these projections and rankings were:

Closer relating of advertising expenditures to sales potentials.

Planning for the expansion of the sales force.

Determining potentials for the companies' distributors.

Where to test new products.

Location of new factories.

Location of new sales branch offices.

To an airlines executive, growth is an all-important factor. Naturally then, Charles R. Hussey, Director Passenger Sales, Northwest Airlines, says "Without doubt these projections would be the most useful to persons in our company". . . . And the same factor appeals to an executive interested in prospective building of new homes or the modernization of old ones, such as U. V. Muscio, Executive V.P., the Fedders Corp.; and R. D. Stacey, National S. M., Refrigerated Foods Div., General Mills, Inc. . . . To the maker of mass grocery store items, population growth is most important—to such men as W. R. Qualle, Asst. Sec'y, Gold Seal Co. and A. G. Fryer, Manager Marketing Research, Nestle' Co. . . . . To the maker of higher-priced items such as J. F. Banks, G.S.M. of Wallace Silversmiths and his competitor, Wm. T. Hurley, Jr., V. P. Sales, Reed & Barton, the combination of population and income growth is all-important. Likewise, for Robert L. Stevens, Exec. Ass't to the V. P. of Sales, Studebaker Packard Corp.

The projection of metropolitan areas was also the top choice of such leading advertising agencies as Young & Rubicam; D'Arcy; Sullivan, Stauffer, Colewell & Bayles; J. M. Mathes; Compton. Many others.

The data offered in this section will prove useful for many different needs. First and foremost, they offer for the first time in print a complete evaluation of the standard metropolitan statistical areas, since many of these were re-defined by the Executive Office of the President. During the past year the government made a thorough study of all the metropolitan areas, and through a series of press releases, it has redefined many areas to accord recognition to some of the most dramatic, demographic and economic changes which the decade of the fifties has wrought. Using the three most important criteria of consumer market size, we present here the first set of rankings by population, income and retail sales based on the new definitions.*

But our major contribution in the tables below lies in the projections to the year 1965 for all the counties which are components of metro areas. The projections were made along the same lines as the 1960 projections published in the November 10, 1957 issue of Sales Management ("Marketing on the Move"). Based on the extrapolation of the trends of the past 5 years, these projections are not "forecasts," but represent a purely mechanical estimate. As such they sometimes will do an injustice to an area whose past 5-year history has been marred by a cyclical recession which might not recur.

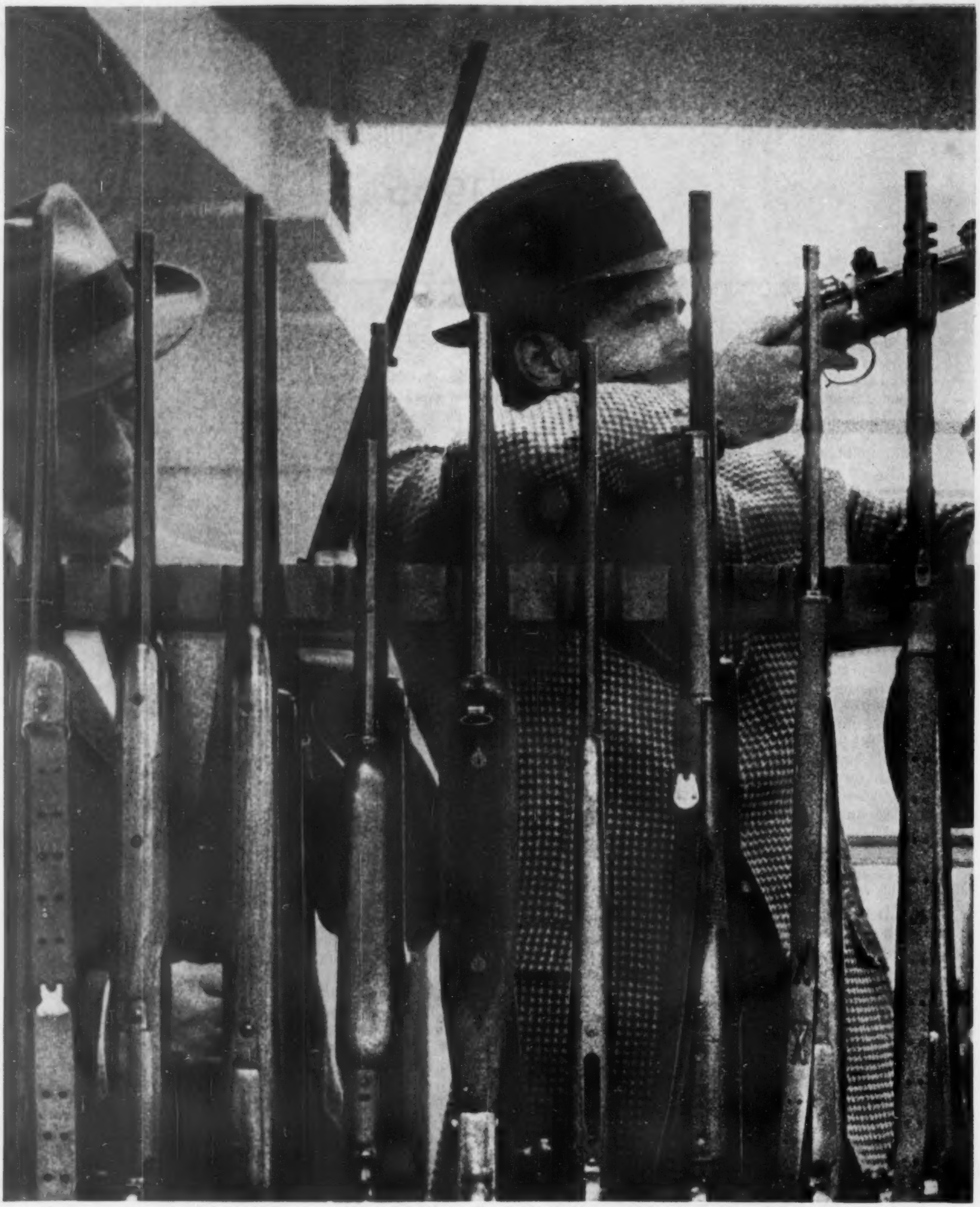
The basic assumption underlying the projections is that population in the nation will continue to advance at the rate of 1.7% per year, and that income and sales will grow at the rate of 3.5% annual gain in real income and sales. Some observers feel that in order to maintain our world position in future years we cannot afford to fall below a 5% annual gain. On the other hand our historic average annual gain over the past four decades is closer to 3%, which approximates the average gain of the past five years. It is of course impossible to forecast the future; what we offer here are reasonable projections.

The projections of population have a higher order of accuracy than do the projections of income and sales, since the latter are far more subject to cyclical ups and downs; population projections are generally quite stable.

On the basis of the 1965 projections, we have carried the analysis forward by reranking the metropolitan areas (both standard and potential), thus giving our readers a picture of how relative standings will change over the next six years.

* No rankings are offered for the greater metropolitan area definition of New York and Chicago. Although the government has broken these two areas into component areas which we do rank (see below) it has also agreed to tabulate results for the larger area definitions to serve the marketing needs of those wishing to work with these broad metropolitan area definitions.

Sure as shooting...



there's a boom at the upper level

PHOTOGRAPHED AT ABERCROMBIE & FITCH, NEW YORK CITY

Make the most of it in TIME

Guns, skis, scuba gear and so on and on . . . never before has there been such a demand for so much or such elaborate sports and leisure equipment.

But then, never before has there been such a vigorous boom at the upper level. It involves 8 to 10 million well-educated, successful people.

In the last ten years the total number of U. S. families has increased 22% . . . but the number of professional and technical people has grown 94% . . . the number of industrial executives has climbed 133%.

They are the people who set styles in leisure and at work . . . who establish the trends . . . who have earned the right to make most of our national and local decisions.

Not all of them read TIME every week, of course, but those who don't are surrounded by those who do—friends, business associates, colleagues and families.

This 8 to 10 million market is important to everyone who advertises and sells something. There is only one reliable way to reach all of it —in the pages of its favorite magazine— TIME, The Weekly Newsmagazine.

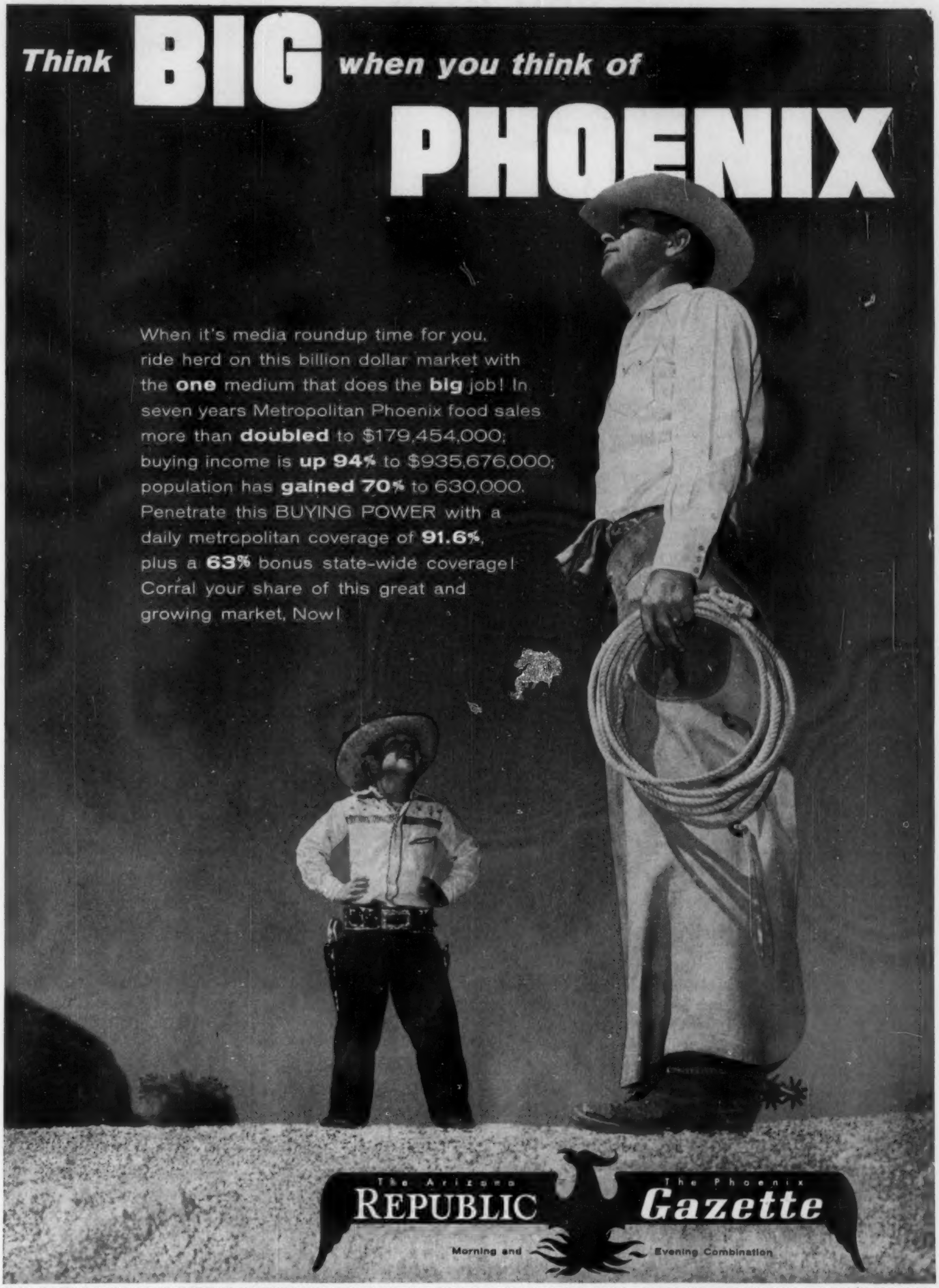
Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
ALABAMA															
Standard Areas															
Birmingham	635.6	705.5	111.0	41	44	1,016,273	1,287,225	126.7	49	53	650,769	787,912	121.1	47	52
Jefferson	635.6	705.5	111.0			1,016,273	1,287,225	126.7			650,769	787,912	121.1		
Gadsden	105.0	115.0	109.5	210	211	141,163	182,461	129.3	235	237	90,403	113,318	125.3	255	257
Etowah	105.0	115.0	109.5			141,163	182,461	129.3			90,403	113,318	125.3		
Mobile	280.0	329.1	117.5	88	90	396,423	548,008	138.2	100	104	312,661	418,633	133.9	93	93
Mobile	280.0	329.1	117.5			396,423	548,008	138.2			312,661	418,633	133.9		
Montgomery	164.0	189.0	115.2	145	141	246,624	335,582	136.1	160	159	199,711	263,607	132.0	141	143
Montgomery	164.0	189.0	115.2			246,624	335,582	136.1			199,711	263,607	132.0		
Potential Areas															
Anniston	95.0	108.9	114.6	228	221	120,454	148,739	123.5	259	267	81,164	93,258	114.9	277	284
Calhoun	95.0	108.9	114.6			120,454	148,739	123.5			81,164	93,258	114.9		
Florence-Sheffield-Tuscumbia-Muscle Shoals	108.2	120.1	111.0	202	203	135,880	178,559	131.4	242	240	94,154	120,287	127.8	251	250
Colbert	47.7	55.3	115.9			59,668	81,568	136.7			42,221	55,930	132.5		
Lauderdale	60.5	64.8	107.1			76,212	96,991	127.3			51,933	64,357	123.9		
Huntsville	90.1	106.6	118.3	234	227	102,163	159,393	156.0	279	252	104,091	164,577	158.1	232	200
Madison	90.1	106.6	118.3			102,163	159,393	156.0			104,091	164,577	158.1		
Tuscaloosa	104.0	113.9	109.5	213	215	124,570	162,727	130.6	256	250	78,091	99,368	127.2	281	272
Tuscaloosa	104.0	113.9	109.5			124,570	162,727	130.6			78,091	99,368	127.2		
ARIZONA															
Standard Areas															
Phoenix	560.1	789.0	140.9	50	36	935,676	1,391,368	148.7	56	48	707,806	1,023,656	144.6	43	37
Maricopa	560.1	789.0	140.9			935,676	1,391,368	148.7			707,806	1,023,656	144.6		
1Tucson	250.0	345.0	138.0	103	86	430,860	631,701	146.6	96	94	276,802	386,751	139.7	105	98
Pima	250.0	345.0	138.0			430,860	631,701	146.6			276,802	386,751	139.7		
ARKANSAS															
Standard Areas															
Fort Smith	69.8	70.6	101.1	278	286	102,111	115,944	113.5	280	290	100,243	111,433	111.2	237	260
Sebastian	69.8	70.6	101.1			102,111	155,944	113.5			100,243	111,433	111.2		
Little Rock-						379,331	481,414	126.9	115	119	280,591	338,979	120.8	103	111
North Little Rock	260.0	299.0	115.0	99	97										
Pulaski	260.0	299.0	115.0			379,331	481,414	126.9			280,591	338,979	120.8		
Potential Areas															
Texarkana	100.7	108.7	107.9	220	222	118,485	150,520	127.0	265	264	99,631	128,142	128.6	239	237
Miller	32.7	34.6	105.8			36,191	49,056	135.5			46,491	64,921	139.6		
Bowie (Tex.)	68.0	74.1	109.0			82,294	101,464	123.3			53,140	63,221	119.0		

1 Latest information indicates that population for Pima County for January 1, 1959 should be adjusted to 250.0 thousand.

These rankings are the first evaluation of metropolitan areas since the new definitions


Think BIG when you think of
PHOENIX
When it's media roundup time for you, ride herd on this billion dollar market with the **one** medium that does the **big** job! In seven years Metropolitan Phoenix food sales more than **doubled** to $179,454,000; buying income is **up 94%** to $935,676,000; population has **gained 70%** to 630,000. Penetrate this BUYING POWER with a daily metropolitan coverage of **91.6%**, plus a **63%** bonus state-wide coverage! Corral your share of this great and growing market, Now!
The Arizona
REPUBLIC
The Phoenix
Gazette
Morning and
Evening Combination

Metropolitan Area Projections to 1965—(Cont'd)

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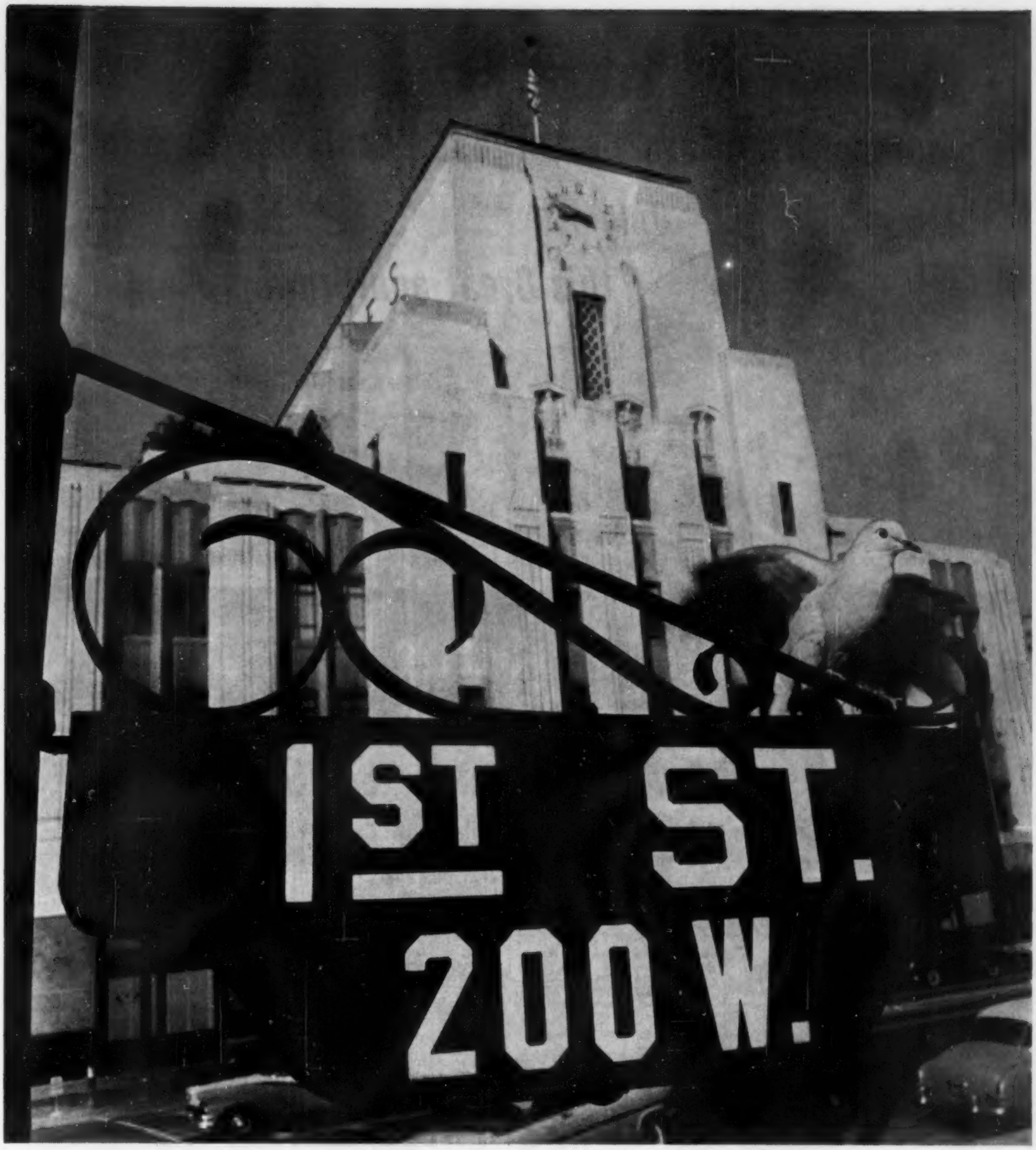
CALIFORNIA															
Standard Areas															
Bakersfield	284.3	335.2	117.9	86	89	528,932	743,281	140.5	84	79	362,247	511,319	141.2	80	75
Kern	284.3	335.2	117.9			528,932	743,281	140.5			362,247	511,319	141.2		
Fresno	341.8	403.1	117.9	73	72	597,006	857,055	143.6	72	67	466,692	679,170	145.5	66	62
Fresno	341.8	403.1	117.9			597,006	857,055	143.6			466,692	679,170	145.5		
Los Angeles-Long Beach	6,476.7	8,246.5	127.3	2	2	14,096,296	20,435,006	145.0	2	2	8,984,687	12,750,833	141.9	2	2
Los Angeles	5,857.6	7,380.1	126.0			12,912,654	18,356,769	142.2			8,346,378	11,598,411	139.0		
Orange	619.1	866.4	139.9			1,183,641	2,078,297	175.6			638,309	1,152,422	180.5		



We didn't choose our street with this in mind but...

...could be there's a reason why The Times lives on First Street in Los Angeles.

The Times is *first* in Los Angeles – first in public service, in circulation, in advertising.

First by more dramatic margins than ever before.

Since ABC called at First Street a year ago, The Times has jumped its weekday circulation by another 13,423 bringing it up to a thumping 138,761 lead over the second-ranked metropolitan daily.

Same story on Sunday. The Times gained 15,573 while the second Sunday paper lost 18,038 – leaving it 196,601 copies behind The Times new ALL-TIME RECORD OF 893,792.

Maybe destiny had a hand in choosing our address so many years ago. At any rate, we have no intention of moving from our present location.

First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, Inc., New York, Chicago, Detroit, Atlanta and San Francisco

Metropolitan Area Projections to 1965–(Cont'd)

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CALIFORNIA (Cont'd)															
Sacramento	452.4	606.7	134.1	59	52	962,426	1,515,602	157.5	53	42	632,808	993,620	157.0	50	39
Sacramento	452.4	606.7	134.1			962,426	1,515,602	157.5			632,808	993,620	157.0		
San Bernardino-Riverside-Ontario	752.0	1,044.6	138.9	29	26	1,301,975	2,169,272	166.6	37	26	889,825	1,421,091	159.7	33	28
Riverside	275.4	386.7	140.4			463,502	827,277	178.5			351,686	567,605	161.4		
San Bernardino	476.8	657.9	138.0			838,473	1,341,995	160.1			537,937	853,486	158.7		
San Diego	942.1	1,318.2	139.9	23	18	1,861,359	3,048,076	163.8	23	19	1,170,045	1,907,592	163.0	26	21
San Diego	942.1	1,318.2	139.9			1,861,359	3,048,076	163.8			1,170,045	1,907,592	163.0		
San Francisco-Oakland	2,742.7	3,205.2	116.9	7	7	6,430,266	8,709,387	135.4	6	6	3,536,688	4,742,199	134.1	7	7
Alameda	901.4	1,018.5	113.0			2,019,471	2,725,466	135.0			1,159,677	1,573,459	135.7		
Contra Costa	382.6	459.3	120.0			767,237	1,152,747	150.2			417,306	643,828	154.3		
Marin	133.4	176.4	132.2			305,262	484,210	158.6			152,332	243,356	159.8		
San Francisco	801.5	833.2	104.0			2,106,153	2,364,752	112.3			1,157,612	1,241,326	107.2		
San Mateo	400.8	569.0	142.0			987,711	1,655,472	168.6			523,083	884,292	169.1		
Solano	123.0	148.8	121.0			244,432	316,746	129.6			126,678	155,938	123.1		

703 CITIES RANKED

. . . in 9 Population, Income and Sales Categories—among U.S. cities, and among cities in their respective national population groups and in their respective states. Turn to page 160.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
CALIFORNIA (Cont'd)															
San Jose	566.2	826.1	145.9	49	33	1,113,058	1,893,592	170.1	41	33	720,673	1,218,326	169.1	41	32
Santa Clara	566.2	826.1	145.9			1,113,058	1,893,592	170.1			720,673	1,218,326	169.1		
Santa Barbara	145.9	163.8	112.3	159	163	299,374	446,244	149.1	137	130	190,445	299,033	157.0	148	124
Santa Barbara	145.9	163.8	112.3			299,374	446,244	149.1			190,445	299,033	157.0		
Stockton	238.5	268.3	112.5	100	110	451,847	541,246	119.8	94	106	281,373	341,745	121.5	102	110
San Joaquin	238.5	268.3	112.5			451,847	541,246	119.8			281,373	341,745	121.5		
Potential Areas															
Modesto	150.2	169.9	113.1	155	166	251,503	324,459	129.0	156	164	202,615	257,173	126.9	137	146
Stanislaus	150.2	169.9	113.1			251,503	324,459	129.0			202,615	257,173	126.9		
Santa Rosa	143.6	180.3	125.6	162	149	264,206	360,555	136.5	150	149	195,698	255,889	130.8	144	148
Sonoma	143.6	180.3	125.6			264,206	360,555	136.5			195,698	255,889	130.8		
Ventura-Oxnard	174.5	226.4	129.7	137	128	323,303	461,878	142.9	127	125	182,065	251,012	137.9	155	150
Ventura	174.5	226.4	129.7			323,303	461,878	142.9			182,065	251,012	137.9		
COLORADO															
Standard Areas															
Denver	847.9	1,039.1	122.5	27	27	1,658,945	2,391,205	144.1	25	24	1,255,077	1,748,455	139.3	25	25
Adams	71.7	93.8	130.8			119,481	206,199	172.6			72,421	127,252	175.7		
Arapahoe	92.4	120.8	130.7			156,260	226,086	144.7			106,562	145,098	136.2		
Boulder	58.9	65.4	111.0			103,856	148,895	143.4			79,221	114,611	144.7		
Denver	527.5	622.7	118.0			1,112,642	1,532,604	137.7			879,558	1,171,216	133.2		
Jefferson	97.4	136.4	140.0			166,706	277,421	166.4			117,315	190,278	162.2		
Pueblo	115.5	136.6	118.3	189	185	179,586	257,001	143.1	200	189	129,179	181,714	140.7	194	186
Pueblo	115.5	136.6	118.3			179,586	257,001	143.1			129,179	181,714	140.7		
Potential Areas															
Colorado Springs	126.6	172.3	136.1	170	154	228,100	348,038	152.6	170	153	189,511	274,172	144.7	149	138
El Paso	126.6	172.3	136.1			228,100	348,038	152.6			189,511	274,172	144.7		
CONNECTICUT															
Standard Areas															
Bridgeport-Stamford-Norwalk	612.2	685.7	112.0	44	46	1,603,982	2,295,970	143.1	27	28	961,036	1,385,636	144.2	29	29
Fairfield	612.2	685.7	112.0			1,603,982	2,295,970	143.1			961,036	1,385,636	144.2		
Hartford-New Britain	649.0	722.5	111.3	38	41	1,524,619	2,026,516	132.9	28	30	920,410	1,196,683	130.0	31	34
Hartford	649.0	722.5	111.3			1,524,619	2,026,516	132.9			920,410	1,196,683	130.0		
New Haven-Waterbury-Meriden	629.8	679.1	107.8	42	47	1,405,335	1,734,253	123.4	31	36	774,825	917,242	118.4	38	44
New Haven	629.8	679.1	107.8			1,405,335	1,734,253	123.4			774,825	917,242	118.4		
Potential Areas															
Middletown	80.3	88.2	109.8	254	256	164,203	227,294	138.4	214	205	105,296	145,958	138.6	229	219
Middlesex	80.3	88.2	109.8			164,203	227,294	138.4			105,296	145,958	138.6		
New London-Norwich	172.0	188.9	109.8	138	142	353,612	510,914	144.5	120	113	246,655	363,118	147.2	114	105
New London	172.0	188.9	109.8			353,612	510,914	144.5			246,655	363,118	147.2		
DELAWARE															
Standard Areas															
Wilmington	352.3	388.2	110.2	71	75	816,182	1,137,988	139.4	60	58	478,413	677,356	141.6	63	63
New Castle	294.3	325.8	110.7			707,054	1,015,603	143.6			425,177	618,903	145.6		
Salem (N. J.)	58.0	62.4	107.6			109,128	122,385	112.1			53,236	58,453	109.8		
DISTRICT OF COLUMBIA															
Standard Area															
Washington	1,950.5	2,354.8	120.7	10	9	4,315,227	6,308,810	146.2	9	8	2,555,098	3,578,398	140.0	9	9
District of Columbia	824.8	908.1	110.1			1,808,340	2,347,130	129.8			1,332,143	1,623,949	121.9		
Montgomery (Md.)	310.1	387.3	124.9			785,331	1,218,753	155.2			347,887	548,640	157.7		
Prince Georges (Md.)	352.3	440.3	125.0			681,443	1,135,428	166.6			320,587	558,164	174.1		
Arlington (Va.)	252.1	312.7	124.0			621,831	887,090	142.7			399,980	575,516	143.9		
Fairfax (Va.)	211.2	306.4	145.1			418,282	720,409	172.2			154,491	272,129	176.1		

200 Leading Cities in 9 Population, Income, Sales Categories—Page 211

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION — SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME — SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES — SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
FLORIDA															
Standard Areas															
Jacksonville	441.2	560.7	127.1	60	56	691,698	935,413	135.2	65	63	636,908	837,608	131.5	49	48
Duval	441.2	560.7	127.1			691,698	935,413	135.2			639,908	837,608	131.5		
Miami	873.3	1,187.9	136.0	25	23	1,674,358	2,345,996	140.1	24	25	1,484,480	1,991,703	134.2	19	20
Dade	873.3	1,187.9	136.0			1,674,358	2,345,996	140.1			1,484,480	1,991,703	134.2		
Orlando	275.4	395.8	143.7	91	74	436,564	644,887	147.7	98	93	400,202	575,571	143.8	73	71
Orange	235.5	341.1	144.8			387,512	582,119	150.2			363,160	524,232	144.4		
Seminole	39.9	54.7	137.0			49,052	62,768	128.0			37,042	51,339	138.6		
Pensacola	190.5	245.6	128.9	128	121	268,004	379,916	141.8	147	142	233,856	337,662	144.4	122	112
Escambia	166.6	213.7	128.3			242,839	339,444	139.8			201,714	276,889	137.3		
Santa Rosa	23.9	31.9	133.6			25,165	40,472	160.8			32,142	60,773	189.1		
Tampa-St. Petersburg	657.8	875.6	133.1	36	30	1,064,503	1,501,140	142.4	45	43	963,592	1,334,929	138.5	28	30

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

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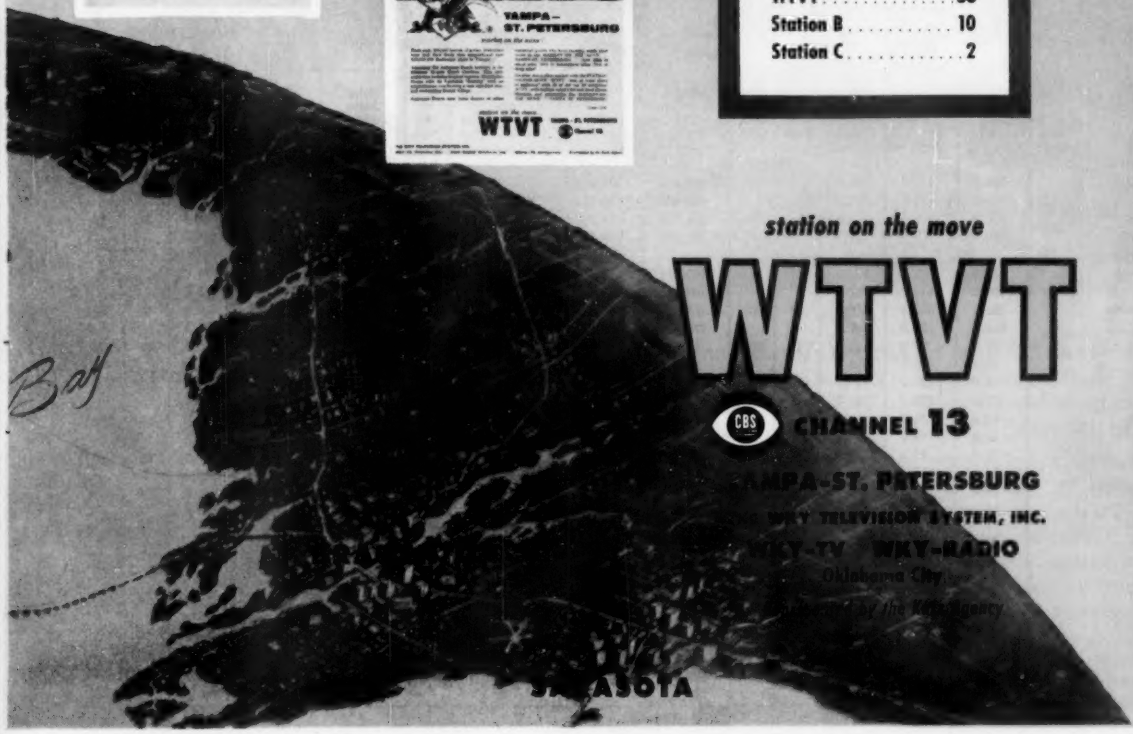

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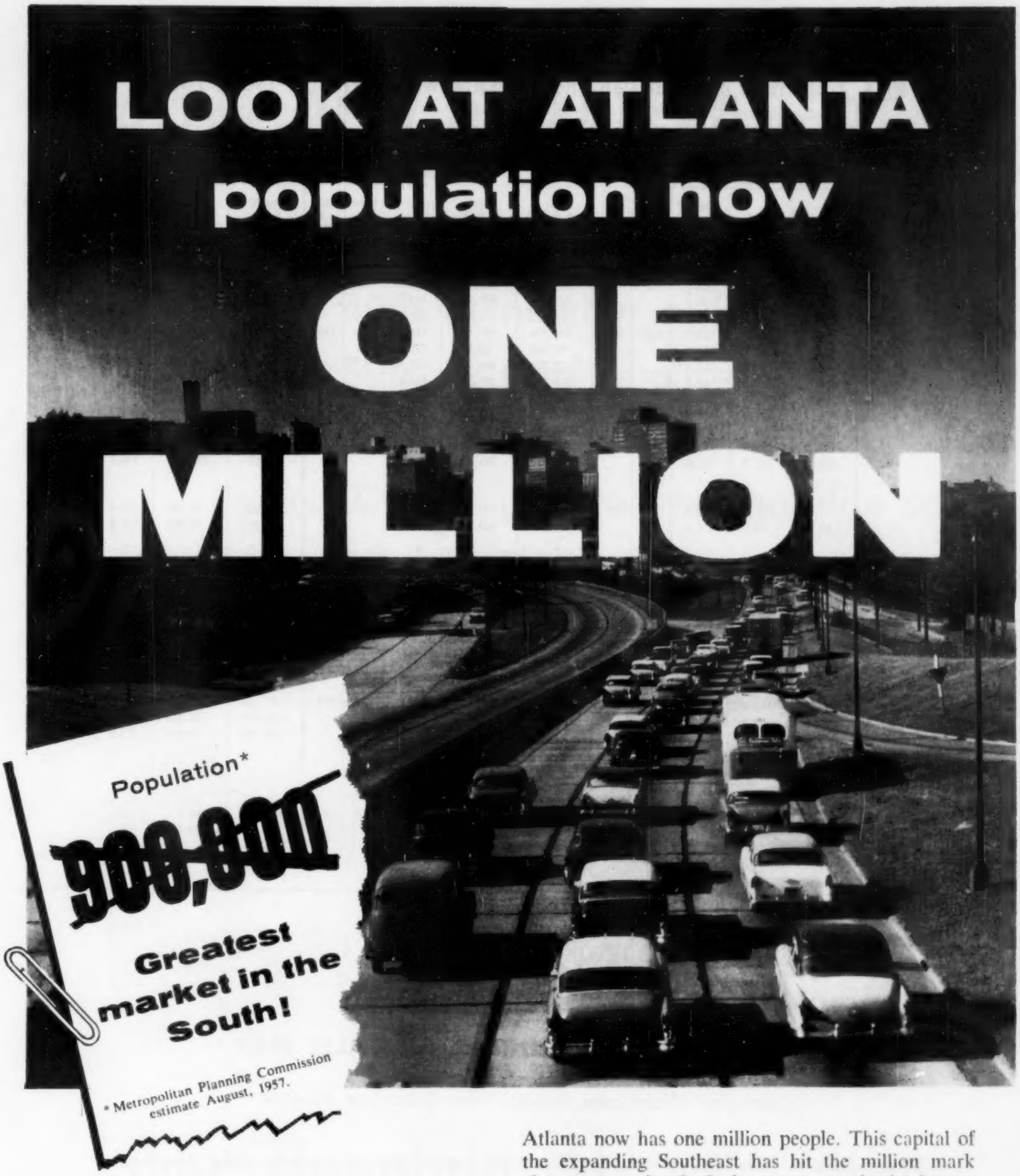
Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
FLORIDA (Cont'd)															
Hillsborough	369.4	472.3	127.9			549,077	763,062	139.0			494,785	674,800	136.4		
Pinellas	288.4	403.3	139.8			505,426	738,058	146.0			468,807	660,129	140.8		
West Palm Beach	193.9	263.8	136.0	126	112	324,715	478,503	147.4	125	121	334,783	483,268	144.4	68	82
Palm Beach	193.9	263.8	136.0			324,715	478,503	147.4			334,783	483,268	144.4		
Potential Areas															
Daytona Beach	106.8	136.2	127.5	205	186	166,659	227,052	136.2	210	206	158,452	210,488	132.8	171	170
Volusia	106.8	136.2	127.5			166,659	227,052	136.2			158,452	210,488	132.8		
Fort Lauderdale	288.8	430.0	149.9	84	68	474,859	734,875	154.8	90	81	395,058	612,340	155.0	75	67
Broward	288.8	430.0	149.9			474,859	734,875	154.8			395,058	612,340	155.0		
Gainesville	71.7	86.0	119.9	271	262	94,567	129,686	137.1	287	282	82,372	112,706	136.8	273	258
Alachua	71.7	86.0	119.9			94,567	129,686	137.1			82,372	112,706	136.8		
Lakeland	178.5	226.8	127.1	133	127	255,675	342,548	134.0	154	156	209,617	271,958	129.7	133	130
Polk	178.5	226.8	127.1			255,675	342,548	134.0			209,617	271,958	129.7		
Panama City	62.4	79.2	126.9	285	273	86,750	116,518	134.3	292	289	75,868	98,767	130.2	285	273
Bay	62.4	79.2	126.9			86,750	116,518	134.3			75,868	98,767	130.2		
Sarasota	60.7	81.4	134.1	286	268	101,926	143,496	140.8	281	272	113,777	173,812	152.8	216	192
Sarasota	60.7	81.4	134.1			101,926	143,496	140.8			113,777	173,812	152.8		
Tallahassee	65.1	78.7	120.9	281	274	94,389	129,437	137.1	288	283	90,451	123,760	136.8	254	249
Leon	65.1	78.7	120.9			94,389	129,437	137.1			90,451	123,760	136.8		
GEORGIA															
Standard Areas															
Atlanta	926.8	1,084.4	117.0	24	25	1,639,525	2,290,971	139.7	26	27	1,308,883	1,762,020	134.8	24	24
Clayton	33.9	38.6	113.9			50,531	79,323	157.0			14,272	23,439	164.2		
Cobb	100.1	138.4	138.3			141,193	212,210	150.3			82,850	118,545	143.1		
De Kalb	202.0	247.3	122.4			413,089	627,315	151.9			151,281	231,336	152.9		
Fulton	558.0	624.7	112.0			998,386	1,325,268	132.7			1,027,667	1,349,195	131.3		
Gwinnett	32.8	35.4	107.9			36,386	46,857	128.8			30,783	39,505	128.3		



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Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
GEORGIA (Cont'd)															
Augusta	245.0	303.0	123.7	105	95	364,929	480,340	131.6	118	120	229,352	296,839	129.4	124	125
Richmond	164.9	206.9	125.5			247,612	307,018	124.0			169,608	207,936	122.6		
Aiken	80.1	96.1	120.0			117,317	173,322	147.7			59,744	88,903	148.8		
Columbus	247.8	280.2	113.1	104	105	391,419	527,904	134.9	110	110	179,541	212,261	118.2	158	167
Russell (Ala.)	44.1	47.4	107.5			44,569	56,879	127.2			19,542	24,125	123.5		
Chattahoochee	40.2	44.8	111.4			77,218	140,035	181.4			2,958	5,905	199.6		
Muscogee	163.5	188.0	115.0			269,632	331,190	122.8			157,041	182,231	116.0		
Macon	168.8	181.4	107.5	140	148	243,389	317,593	130.5	163	166	183,760	239,472	130.3	154	155
Bibb	138.5	144.8	104.5			203,839	261,790	128.4			155,864	200,792	128.8		
Houston	30.3	36.6	120.8			39,550	55,803	141.1			27,896	38,680	138.7		
Savannah	180.1	203.5	113.0	132	135	264,912	361,639	136.5	149	148	201,691	274,704	136.2	139	137
Chatham	180.1	203.5	113.0			264,912	361,639	136.5			201,691	274,704	136.2		
Potential Areas															
Albany	60.4	70.3	116.4	288	287	85,915	104,144	121.2	293	293	68,568	79,265	115.6	294	294
Dougherty	60.4	70.3	116.4			85,915	104,144	121.2			68,568	79,265	115.6		
HAWAII															
Standard Areas															
Honolulu	642.8	772.6	120.2	40	37	1,025,046	1,414,563	138.0	48	44	531,263	773,519	145.6	61	53
Honolulu	642.8	772.6	120.2			1,025,046	1,414,563	138.0			531,263	773,519	145.6		
IDAHO															
Potential Areas															
Boise	143.9	162.0	112.6	161	165	230,855	282,137	122.2	169	178	192,539	231,473	120.2	146	158
Ada	82.4	93.2	113.1			143,075	179,100	125.2			126,841	156,868	123.7		
Canyon	61.5	68.8	111.9			87,780	103,037	117.4			65,698	74,605	113.6		
ILLINOIS															
Standard Areas															
Champaign-Urbana	125.9	144.5	114.8	180	178	268,116	370,583	138.2	146	145	145,847	199,475	136.8	162	178
Champaign	125.9	144.5	114.8			268,116	370,583	138.2			145,847	199,475	136.8		

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
ILLINOIS (Cont'd)															
Chicago	5,995.1	6,560.9	109.4	3	3	13,803,540	18,144,080	131.4	3	3	8,197,475	10,619,592	129.5	3	3
Cook	5,049.1	5,362.4	106.2			11,757,304	15,029,071	127.8			7,047,548	8,909,285	126.4		
Du Page	264.2	369.5	139.9			621,796	1,038,551	167.0			274,090	451,042	164.6		
Kane	177.7	197.4	111.1			367,098	520,216	141.7			267,000	384,089	143.9		
Lake	268.1	354.3	132.2			611,757	946,096	154.7			324,717	490,119	150.9		
McHenry	65.5	76.6	116.9			126,714	190,956	150.7			102,269	157,146	153.7		
Will	170.5	200.7	117.7			318,871	419,186	131.5			181,851	227,909	125.3		
Davenport-Rock Island-Moline	272.6	302.7	111.0	93	96	535,884	725,595	135.4	81	82	362,368	493,567	136.2	79	79
Rock Island	152.3	167.1	109.7			305,979	419,334	137.0			186,946	257,724	137.9		
Scott (Iowa)	120.3	135.6	112.7			229,905	306,261	133.2			175,422	235,843	134.4		
Decatur	113.9	125.8	110.4	194	196	221,302	291,422	131.7	175	171	153,269	198,769	129.7	175	179
Macon	113.9	125.8	110.4			221,302	291,422	131.7			153,269	198,769	129.7		
Peoria	284.2	309.6	108.9	87	93	571,182	771,386	135.1	75	77	356,846	481,753	135.0	81	83
Peoria	195.9	210.9	107.7			402,775	521,545	129.5			257,884	330,225	128.1		
Tazewell	88.3	98.7	111.8			168,407	249,841	148.4			98,962	151,528	153.1		

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
ILLINOIS (Cont'd)															
Rockford	192.4	225.0	116.9	127	129	399,870	565,100	141.3	108	100	250,435	350,707	140.0	113	107
Winnebago	192.4	225.0	116.9			399,870	565,100	141.3			250,435	350,707	140.0		
Springfield	140.6	146.6	104.3	165	173	274,439	369,311	134.6	144	146	205,508	282,193	137.3	134	134
Sangamon	140.6	146.6	104.3			274,439	369,311	134.6			205,508	282,193	137.3		
Potential Areas															
Bloomington	91.1	103.8	113.9	232	231	176,418	228,146	129.3	203	203	106,706	132,569	124.2	222	232
McLean	91.1	103.8	113.9			176,418	228,146	129.3			106,706	132,569	124.2		
Danville	93.0	95.5	102.7	230	243	170,945	218,228	127.7	208	216	115,866	148,369	128.1	210	214
Vermilion	93.0	95.5	102.7			170,945	218,228	127.7			115,866	148,369	128.1		
Galesburg	57.3	58.9	102.8	293	295	108,864	145,918	134.0	274	271	82,847	113,761	137.3	272	265
Knox	57.3	58.9	102.8			108,864	145,918	134.0			82,847	113,761	137.3		
Kankakee	92.3	104.5	113.2	231	229	147,174	186,005	126.4	230	234	99,373	119,668	120.4	241	253
Kankakee	92.3	104.5	113.2			147,174	186,005	126.4			99,373	119,668	120.4		
Quincy	66.1	66.7	100.9	280	291	110,392	139,259	126.1	273	277	75,755	96,180	127.0	286	275
Adams	66.1	66.7	100.9			110,392	139,259	126.1			75,755	96,180	127.0		
INDIANA															
Standard Areas															
Anderson	122.6	140.3	114.4	183	183	220,271	287,938	130.7	176	174	136,985	180,398	131.7	188	187
Madison	122.6	140.3	114.4			220,271	287,938	130.7			136,985	180,398	131.7		
Evansville	214.6	242.4	113.0	117	123	361,498	468,208	129.5	119	124	241,307	314,231	130.2	119	116
Vanderburgh	180.2	202.4	112.3			319,020	409,546	128.4			205,026	265,367	129.4		
Henderson	34.4	40.0	116.3			42,478	58,662	138.1			36,281	48,864	134.7		
Fort Wayne	227.7	270.9	119.0	114	109	453,192	620,476	136.9	93	95	283,014	391,901	138.5	101	98
Allen	227.7	270.9	119.0			453,192	620,476	136.9			283,014	391,901	138.5		

Get the Complete Picture

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local developments and trends behind the SM estimates. The ads and the data go together.

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958)$000)	Retail Sales 1965)$000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
INDIANA (Cont'd)															
Gary-Hammond-East Chicago	555.1	690.2	124.3	51	45	1,071,334	1,531,130	142.9	44	41	629,122	909,514	144.6	51	46
Lake	501.1	621.8	124.1			977,524	1,401,538	143.4			561,289	844,359	145.3		
Porter	54.0	68.4	126.7			93,810	129,592	138.1			47,833	65,155	136.2		
Indianapolis	659.6	755.6	114.6	38	39	1,388,625	1,836,576	132.3	34	34	947,671	1,269,428	134.0	30	31

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Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958)$000)	Retail Sales 1965)$000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
INDIANA (Cont'd)															
Marion	659.6	755.6	114.6			1,399,625	1,836,576	132.3			947,671	1,269,428	134.0		
Muncie	109.9	129.8	118.1	199	193	198,922	261,813	131.6	185	188	119,821	157,117	131.1	205	207
Delaware	109.9	129.8	118.1			198,922	261,813	131.6			119,821	157,117	131.1		
South Bend	242.8	279.6	115.2	107	106	518,929	683,465	131.7	86	85	287,247	381,527	132.8	99	101
St. Joseph	242.8	279.6	115.2			518,929	683,465	131.7			287,247	381,527	132.8		
Terre Haute	106.0	106.7	100.7	209	228	190,112	222,903	117.3	192	210	124,713	148,729	119.3	197	213
Vigo	106.0	106.7	100.7			190,112	222,903	117.3			124,713	148,729	119.3		
Potential Areas															
Elkhart	99.6	114.0	114.5	222	213	191,026	252,649	132.3	188	190	129,664	173,688	134.0	193	193
Elkhart	99.6	114.0	114.5			191,026	252,649	132.3			129,664	173,688	134.0		
Kokomo	64.5	73.5	114.0	282	282	116,390	150,460	129.3	268	265	72,241	93,910	130.0	289	282
Howard	64.5	73.5	114.0			116,390	150,460	129.3			72,241	93,910	130.0		
Lafayette	89.6	102.6	114.5	236	235	170,323	222,646	130.7	209	211	94,841	124,898	131.7	249	246
Tippecanoe	89.6	102.6	114.5			170,323	222,646	130.7			94,841	124,898	131.7		
Marion	75.6	88.8	117.5	263	256	119,329	154,457	129.4	262	259	71,662	91,942	128.3	291	286
Grant	75.6	88.8	117.5			119,329	154,457	129.4			71,662	91,942	128.3		
Michigan City	90.7	104.4	115.1	233	230	150,972	200,583	132.9	226	226	109,480	147,270	134.5	220	217
La Porte	90.7	104.4	115.1			150,972	200,583	132.9			109,480	147,270	134.5		
Richmond	77.2	85.5	110.8	260	264	133,027	164,467	123.6	248	249	87,914	108,322	123.2	256	264
Wayne	77.2	85.5	110.8			133,027	164,467	123.6			87,914	108,322	123.2		

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
IOWA															
Standard Areas															
Cedar Rapids	127.3	147.1	115.6	178	172	242,555	308,489	127.2	164	168	181,005	225,389	124.5	157	161
Linn	127.3	147.1	115.6			242,555	308,489	127.2			181,005	225,389	124.5		
Davenport-Rock Island-Moline	272.6	302.7	111.0	93	96	535,884	725,595	135.4	81	82	382,368	493,567	136.2	79	79

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
IOWA (Cont'd)															
Rock Island (Ill.)	152.3	167.1	109.7			305,979	419,334	137.0			186,946	257,724	137.9		
Scott	120.3	135.6	112.7			229,905	306,261	133.2			175 422	235,843	134.4		

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
IOWA (Cont'd)															
Des Moines	264.7	296.4	112.0	96	98	530,391	660,558	124.5	82	89	368,330	451,340	122.5	78	86
Polk	264.7	296.4	112.0			530,391	660,558	124.5			368,330	451,340	122.5		
Dubuque	82.3	88.2	107.2	250	256	139,096	175,842	126.4	238	244	107,550	137,124	127.5	221	228
Dubuque	82.3	88.2	107.2			139,096	175,842	126.4			107,550	137,124	127.5		
Sioux City	114.0	123.7	108.5	193	201	209,075	246,143	117.7	182	193	167,523	191,980	114.6	166	182
Woodbury	114.0	123.7	108.5			209,075	246,143	117.7			167,523	191,980	114.6		
Waterloo	122.2	139.5	114.2	184	184	232,958	289,436	124.2	168	172	150,945	182,717	121.0	178	185
Black Hawk	122.2	139.5	114.2			232,958	289,436	124.2			150,945	182,717	121.0		
Potential Areas															
Clinton	56.7	62.7	110.6	294	294	98,549	125,378	127.2	283	285	84,299	107,061	127.0	267	266
Clinton	56.7	62.7	110.6			98,549	125,378	127.2			84,299	107,061	127.0		
Mason City	53.0	57.8	109.1	295	296	95,965	110,863	115.5	286	292	73,031	80,432	110.1	288	293
Cerro Gordo	53.0	57.8	109.1			95,965	110,883	115.5			73,031	80,432	110.1		
KANSAS															
Standard Areas															
Kansas City	1,017.4	1,177.4	115.7	22	24	2,086,727	2,820,648	135.2	20	22	1,399,686	1,776,482	126.9	21	23
Johnson	132.2	198.4	150.1			301,976	583,760	193.3			113,391	229,340	202.3		
Wyandotte	196.7	224.8	114.3			327,219	389,522	119.0			170,705	190,585	111.6		
Clay (Mo.)	81.9	121.9	148.8			154,396	263,156	170.4			138,978	209,442	150.7		
Jackson (Mo.)	606.6	632.3	104.2			1,303,136	1,584,210	121.6			976,612	1,147,115	117.5		
Topeka	132.4	156.5	118.2	172	167	244,540	313,729	128.3	162	167	160,997	200,586	124.6	169	176
Shawnee	132.4	156.5	118.2			244,540	313,729	128.3			160,997	200,586	124.6		
Wichita	332.8	406.0	122.0	75	71	609,198	796,113	130.7	70	73	419,691	516,102	123.0	71	73
Sedgwick	332.8	406.0	122.0			609,198	796,113	130.7			419,691	516,102	123.0		
Potential Areas															
Hutchinson	60.7	67.8	111.7	286	290	103,378	122,137	118.1	277	286	74,475	83,951	112.7	287	291
Reno	60.7	67.8	111.7			103,378	122,137	118.1			74,475	83,951	112.7		
KENTUCKY															
Standard Areas															
Huntington-Ashland	262.7	288.6	109.9	97	102	379,211	487,403	128.5	116	117	261,414	329,318	126.0	110	114
Boyd	54.0	58.3	108.0			73,908	96,209	130.2			58,577	74,997	128.0		
Lawrence (Ohio)	53.9	57.3	106.3			72,041	88,469	122.8			41,379	51,309	124.0		
Cabell (W. Va.)	113.8	127.2	111.8			188,575	245,116	130.0			147,328	185,441	125.9		
Wayne (W. Va.)	41.0	45.8	111.7			44,667	57,607	128.9			14,130	17,571	124.4		
Lexington	123.9	141.5	114.2	182	182	190,494	268,638	141.0	191	182	156,833	219,920	140.2	172	165
Fayette	123.9	141.5	114.2			190,494	268,638	141.0			156,833	219,920	140.2		
Louisville	700.2	812.4	116.0	31	35	1,151,466	1,534,536	133.3	40	40	810,900	1,044,103	128.8	38	36
Clark (Ind.)	60.5	72.9	120.5			87,569	133,851	152.9			57,767	93,052	161.1		
Floyd (Ind.)	52.3	59.9	114.5			84,452	114,619	135.7			55,685	77,424	139.0		
Jefferson	587.4	679.6	115.7			979,445	1,286,066	131.3			697,448	873,627	125.3		
Potential Areas															
Owensboro	66.5	77.6	116.7	278	279	89,313	125,385	140.4	290	284	76,341	105,357	138.0	284	269
Daviess	66.5	77.6	116.7			89,313	125,385	140.4			76,341	105,357	138.0		
Paducah	60.4	67.9	112.4	288	289	84,147	103,007	122.4	294	294	70,934	80,989	114.2	292	292
McCracken	60.4	67.9	112.4			84,147	103,007	122.4			70,934	80,989	114.2		
LOUISIANA															
Standard Areas															
Baton Rouge	235.9	309.3	131.1	112	94	423,429	676,063	159.7	100	87	279,441	436,380	156.2	104	90

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
LOUISIANA (Cont'd)															
East Baton Rouge	235.9	309.3	131.1			423,429	676,063	159.7			279,441	436,380	156.2		
New Orleans	868.1	1,016.3	117.0	26	29	1,434,282	1,970,371	137.4	30	31	888,440	1,151,209	129.6	34	35
Jefferson	176.2	238.0	135.1			274,334	455,752	166.1			137,342	224,025	163.1		
Orleans	660.1	726.4	110.0			1,120,459	1,439,018	128.4			744,082	915,250	123.0		
St. Bernard	31.8	50.9	160.0			39,489	75,601	191.4			7,016	11,934	170.1		

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
LOUISIANA (Cont'd)															
Shreveport	262.5	285.4	108.7	98	104	425,983	564,198	132.4	99	101	285,642	367,187	128.5	100	103
Bossier	48.4	52.6	108.7			72,649	106,966	147.2			37,888	57,140	150.8		
Caddo	214.1	232.8	108.7			353,334	457,232	129.4			247,754	310,047	125.1		
Potential Areas															
Alexandria	112.4	125.4	111.6	196	197	141,561	210,005	148.3	233	218	100,120	150,984	150.8	239	211
Rapides	112.4	125.4	111.6			141,561	210,005	148.3			100,120	150,984	150.8		
Lafayette	71.7	84.9	118.4	271	265	93,224	156,548	167.9	289	254	90,708	158,630	174.9	252	206
Lafayette	71.7	84.9	118.4			93,224	156,548	167.9			90,708	158,630	174.9		
Lake Charles	135.8	176.3	129.8	170	152	224,151	335,274	149.6	172	160	132,115	187,943	142.3	192	189
Calcasieu	135.8	176.3	129.8			224,151	335,274	149.6			132,115	187,943	142.3		
Monroe-West Monroe	89.1	101.3	113.7	237	236	135,020	197,618	146.4	245	227	110,939	162,564	146.5	218	202
Ouachita	89.1	101.3	113.7			135,020	197,618	146.4			110,939	162,564	146.5		

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION (SM Estimates) Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME (SM Estimates) Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES (SM Estimates) Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
MAINE															
Standard Areas															
Lewiston-Auburn	84.6	90.1	106.5	245	253	148,453	184,128	124.0	227	235	105,883	130,858	123.6	227	234
Androscoggin	84.6	90.1	106.5			148,453	184,128	124.0			105,883	130,858	123.6		
Portland	174.7	188.3	107.8	136	143	308,169	371,766	120.6	133	143	241,963	285,879	118.1	117	131
Cumberland	174.7	188.3	107.8			308,169	371,766	120.6			241,963	285,879	118.1		
Potential Areas															
Bangor	115.5	128.7	111.4	189	194	179,280	223,429	124.6	201	209	147,411	179,996	122.1	179	188
Penobscot	115.5	128.7	111.4			179,280	223,429	124.6			147,411	179,996	122.1		
MARYLAND															
Standard Areas															
Baltimore	1,713.1	1,907.3	111.3	12	12	3,085,255	3,975,557	128.9	13	13	1,869,797	2,363,479	126.4	13	14
Anne Arundel	186.2	214.8	115.4			304,189	468,454	154.0			159,234	256,171	160.9		
Baltimore	1,440.4	1,598.4	111.0			2,660,326	3,357,066	126.2			1,640,698	2,023,040	123.3		
Carroll	56.1	60.0	107.0			75,721	87,763	115.9			45,832	50,691	110.6		
Howard	30.4	34.1	112.2			45,019	62,274	138.3			24,033	33,577	139.7		

To be sure that you're basing your selection of markets and media on all available factors, study both the data and the advertisements in this issue.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
MARYLAND (Cont'd)															
Potential Areas															
Cumberland	95.0	96.4	101.5	225	242	137,351	192,726	140.3	241	231	104,484	155,373	148.7	231	209
Allegany	95.0	96.4	101.5			137,351	192,726	140.3			104,484	155,373	148.7		
Hagerstown	89.1	97.7	109.7	237	240	144,565	215,115	148.8	230	217	127,753	200,116	156.6	195	177
Washington	89.1	97.7	109.7			144,585	215,115	148.8			127,753	200,116	156.6		
MASSACHUSETTS															
Standard Areas															
Boston	3,041.5	3,228.2	106.1	6	6	6,349,496	8,094,624	127.5	7	7	4,089,353	5,163,880	126.3	6	6
Essex	557.7	595.0	106.7			1,091,355	1,338,556	122.7			616,259	746,980	121.2		
Middlesex	1,164.9	1,267.8	108.8			2,455,814	3,321,649	135.3			1,413,616	1,955,115	138.3		
Norfolk	475.5	565.6	118.9			1,118,654	1,513,991	135.3			515,541	686,319	133.1		
Suffolk	843.4	799.8	94.8			1,683,673	1,920,428	114.1			1,543,937	1,775,466	115.0		
Brockton	223.5	259.3	116.0	115	113	411,956	516,199	125.3	104	111	254,840	306,256	120.2	112	120
Plymouth	223.5	259.3	116.0			411,956	516,199	125.3			254,840	306,256	120.2		
Fall River-New Bedford	399.1	417.6	104.6	62	69	694,896	794,711	114.4	63	74	401,679	443,188	110.3	72	89
Bristol	399.1	417.6	104.6			694,896	794,711	114.4			401,679	443,186	110.3		

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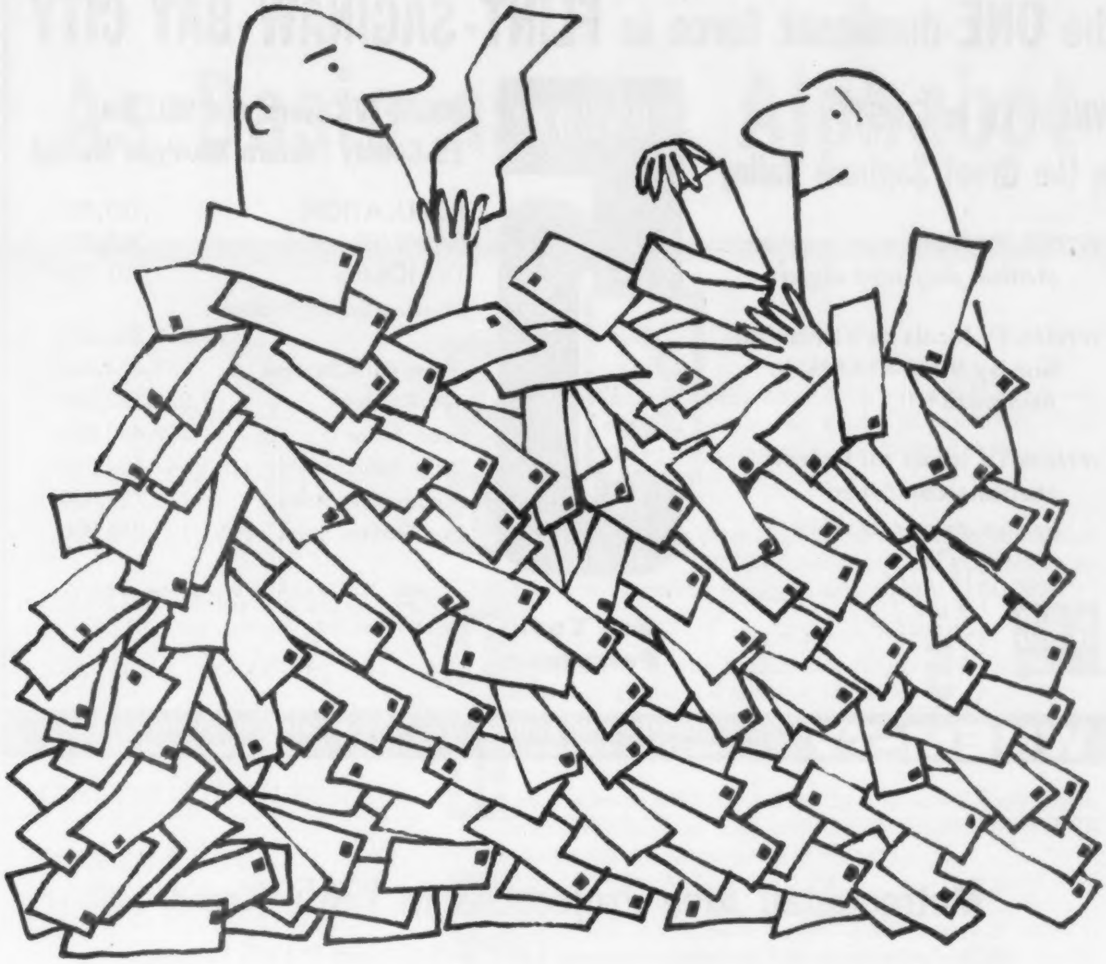
Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
MASSACHUSETTS (Cont'd)															
Pittsfield	139.9	147.3	105.3	166	171	266,040	327,800	123.2	148	162	169,249	207,780	122.8	164	173
Berkshire	139.9	147.3	105.3			266,040	327,800	123.2			169,249	207,780	122.8		
Springfield-Holyoke	493.7	533.1	108.0	54	59	990,986	1,210,689	122.2	52	56	620,226	743,661	119.9	53	54
Hampden	405.8	444.1	109.4			830,466	1,023,859	123.3			533,972	644,472	120.7		
Hampshire	87.9	89.0	101.3			160,520	186,830	116.4			86,254	99,189	115.0		
Worcester	591.4	639.5	108.1	46	51	1,112,205	1,393,863	125.3	42	47	669,589	832,433	124.3	45	49
Worcester	591.4	639.5	108.1			1,112,205	1,393,863	125.3			669,589	832,433	124.3		
MICHIGAN...															
Standard Areas															
Ann Arbor	162.6	182.7	112.4	147	147	295,701	450,528	152.4	138	127	187,458	289,348	154.4	151	129
Washtenaw	162.6	182.7	112.4			295,701	450,528	152.4			187,458	289,348	154.4		
Bay City	102.4	110.0	107.4	217	218	163,055	239,356	146.8	215	194	116,354	173,684	149.3	208	194
Bay	102.4	110.0	107.4			163,055	239,356	146.8			116,354	173,684	149.3		
Detroit	3,909.8	4,526.1	115.8	5	5	7,851,430	11,497,983	146.4	5	5	4,614,336	6,586,353	142.7	5	5

Get the Complete Picture

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local developments and trends behind the SM estimates. The ads and the data go together.



Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE — POPULATION — SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN — NET EFFECTIVE BUYING INCOME — SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND — TOTAL RETAIL SALES — SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
MICHIGAN (Cont'd)															
Macomb	370.1	514.9	139.1			643,561	1,162,979	180.7			316,356	566,677	179.1		
Oakland	646.0	840.8	130.0			1,269,427	2,060,512	162.3			715,640	1,127,345	157.5		
Wayne	2,892.8	3,170.4	109.6			5,938,442	8,274,492	139.3			3,582,340	4,892,331	136.6		
Flint	366.0	446.4	122.0	70	64	718,705	1,053,128	146.5	62	60	452,862	629,971	139.1	68	64
Genesee	366.0	446.4	122.0			718,705	1,053,128	146.5			452,862	629,971	139.1		

Their Authority Is the *Survey*

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey of Buying Power.* They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

Metropolitan Area Projections to 1965–(Cont'd)

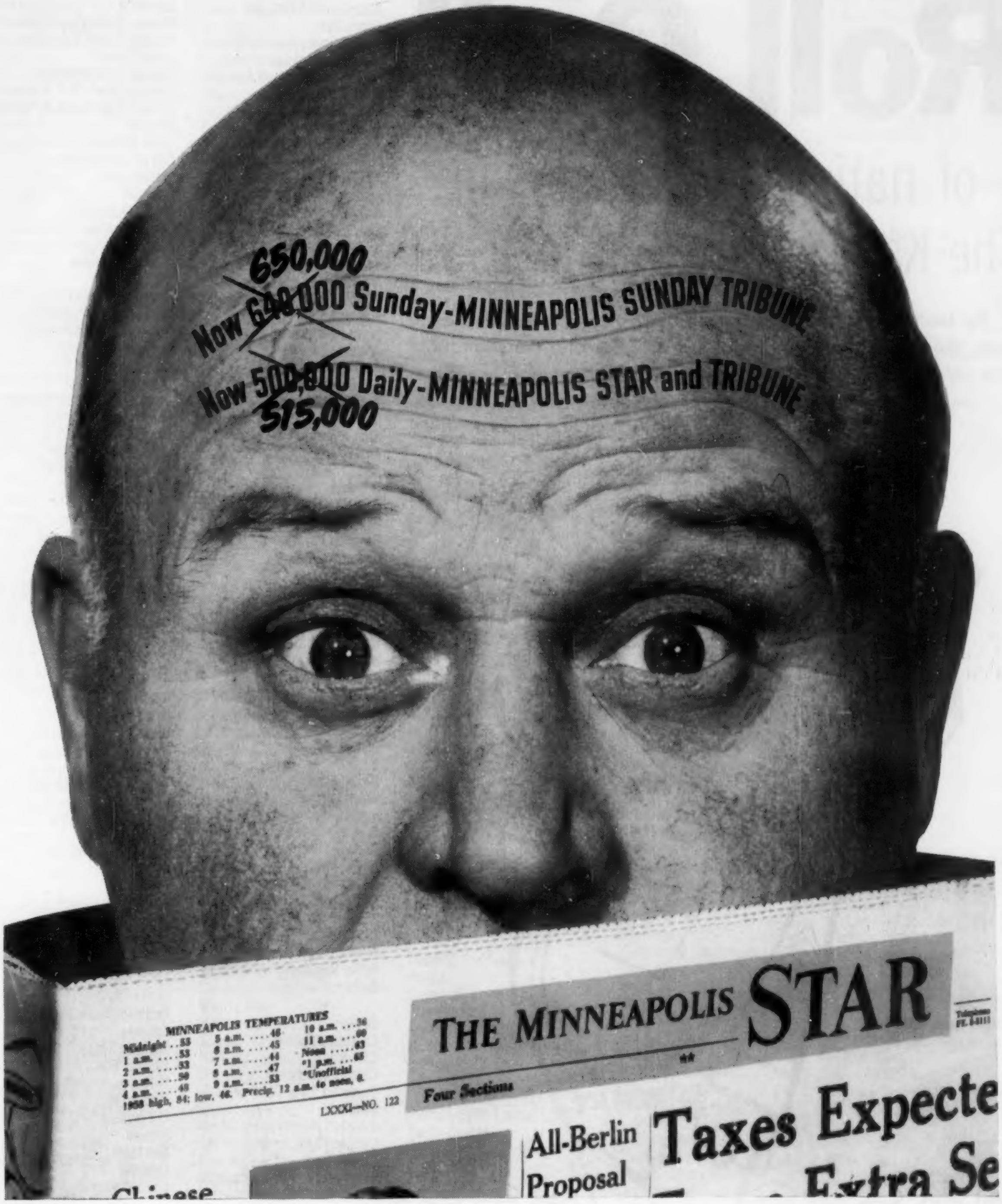
SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFFCTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
MICHIGAN (Cont'd)															
Grand Rapids	348.0	378.8	108.9	72	76	639,398	899,453	140.7	67	65	423,021	588,459	139.1	70	68
Kent	348.0	378.8	108.9			639,398	899,453	140.7			423,021	588,459	139.1		
Jackson	130.9	142.4	108.8	175	181	221,672	330,464	149.1	174	161	146,293	222,091	151.8	180	163
Jackson	130.9	142.4	108.8			221,672	330,464	149.1			146,293	222,091	151.8		
Kalamazoo	160.2	187.0	116.7	148	146	291,698	505,293	173.2	139	114	226,803	414,908	182.9	126	94
Kalamazoo	160.2	187.0	116.7			291,696	505,293	173.2			226,803	414,908	182.9		
Lansing	302.9	343.8	113.5	79	87	565,436	818,963	144.8	77	69	342,017	485,666	142.0	85	81
Clinton	35.0	36.8	105.1			48,886	69,267	141.7			28,216	40,326	142.9		
Eaton	48.8	52.9	108.4			72,692	99,933	137.5			38,083	51,284	134.7		
Ingham	219.1	254.1	116.0			443,858	649,783	146.4			275,718	394,056	142.9		
Muskegon-Muskegon Heights	147.9	165.1	111.6	158	162	233,457	350,954	150.3	167	152	162,728	247,039	151.8	168	152
Muskegon	147.9	165.1	111.6			233,457	350,954	150.3			162,728	247,039	151.8		
Saginaw	187.2	207.6	110.9	129	134	316,506	448,247	141.6	130	129	201,761	280,667	139.1	138	135
Saginaw	187.2	207.6	110.9			316,506	448,247	141.6			201,761	280,667	139.1		
Potential Areas															
Battle Creek	141.0	155.5	110.3	164	168	248,308	365,516	147.2	158	147	156,586	231,750	148.0	174	157
Calhoun	141.0	155.5	110.3			248,308	365,516	147.2			156,586	231,750	148.0		
Benton Harbor-St. Joseph	150.8	178.3	118.2	153	151	246,592	370,729	150.3	161	144	170,457	251,196	147.4	162	149
Berrien	150.8	178.3	118.2			246,592	370,729	150.3			170,457	251,196	147.4		
Port Huron	101.5	104.2	102.7	218	231	162,308	221,208	136.3	217	212	117,332	160,238	136.6	206	204
St. Clair	101.5	104.2	102.7			162,308	221,208	136.3			117,332	160,238	136.6		

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
MINNESOTA															
Standard Areas															
Duluth-Superior	278.4	290.0	104.2	89	101	463,228	577,249	124.6	92	98	318,036	394,183	123.9	92	95
St. Louis	230.5	241.0	104.6			386,681	482,698	124.8			268,046	331,697	123.7		
Douglas	47.9	49.0	102.4			76,547	94,551	123.5			49,990	62,486	125.0		
Minneapolis-St. Paul	1,394.2	1,586.9	113.8	14	14	2,672,294	3,556,096	133.1	14	15	1,846,769	2,407,467	130.4	14	13
Anoka	59.1	89.5	151.5			85,380	150,884	176.7			40,439	67,223	166.2		
Dakota	68.1	84.9	124.7			102,803	134,985	131.3			61,351	74,942	122.2		
Hennepin	805.5	903.4	112.2			1,627,188	2,125,813	130.6			1,150,456	1,472,527	128.0		
Ramsey	419.3	461.0	109.9			794,699	1,063,936	133.9			560,190	749,742	133.8		
Washington	42.2	48.1	114.0			62,224	80,468	129.3			34,333	43,033	125.3		
Potential Areas															
Grand Forks-East Grand Forks	85.9	93.4	108.7	242	246	127,749	174,363	136.5	249	245	122,919	170,402	138.6	199	196
Polk	38.0	38.7	101.8			52,273	71,912	130.1			42,750	56,762	132.8		
Grand Forks (N. Dak.)	47.9	54.7	114.2			72,476	102,451	141.4			80,169	113,640	141.8		
Rochester	51.2	51.5	100.6	296	297	87,252	121,423	139.2	291	287	87,150	127,748	146.6	259	240
Olmsted	51.2	51.5	100.6			87,252	121,423	139.2			87,150	127,748	146.6		
St. Cloud	85.3	95.0	111.4	243	244	112,609	154,657	137.3	272	257	87,321	120,578	138.1	258	250
Stearns	85.3	95.0	111.4			112,609	154,657	137.3			87,321	120,578	138.1		
MISSISSIPPI															
Standard Areas															
Jackson	168.2	195.8	116.4	141	137	223,927	265,251	118.5	173	183	185,773	223,113	120.1	153	162
Hinds	168.2	195.8	116.4			223,927	265,251	118.5			185,773	223,113	120.1		
Potential Areas															
Biloxi-Gulfport	115.2	144.0	125.0	192	179	156,534	195,969	125.2	222	229	104,797	135,817	129.6	230	229
Harrison	115.2	144.0	125.0			156,534	195,969	125.2			104,797	135,817	129.6		
Greenville	72.6	73.4	101.1	270	283	69,644	73,596	105.7	297	298	60,765	61,466	101.2	296	298
Washington	72.6	73.4	101.1			69,644	73,596	105.7			60,765	61,466	101.2		
Meridian	66.5	69.0	103.8	278	288	71,558	86,530	120.9	296	297	70,665	85,326	120.7	293	290
Lauderdale	66.5	69.0	103.8			71,558	86,530	120.9			70,665	85,326	120.7		
MISSOURI															
Standard Areas															
Kansas City	1,017.4	1,177.4	115.7	22	24	2,086,727	2,820,648	135.2	20	22	1,399,686	1,776,482	126.9	21	23
Johnson (Kans.)	132.2	198.4	150.1			301,976	583,760	193.3			113,391	229,340	202.3		
Wyandotte (Kans.)	196.7	224.8	114.3			327,219	389,522	119.0			170,795	190,585	111.6		
Clay	81.9	121.9	148.8			154,396	263,156	170.4			138,978	209,442	150.7		
Jackson	606.6	632.3	104.2			1,303,136	1,584,210	121.6			976,612	1,147,115	117.5		
St. Joseph	102.9	107.9	104.9	216	224	178,683	220,836	123.6	202	213	115,084	141,552	123.0	212	222
Buchanan	102.9	107.9	104.9			178,683	220,836	123.6			115,084	141,552	123.0		
St. Louis	2,065.2	2,354.2	114.0	9	10	3,933,509	5,270,268	134.0	10	10	2,399,000	3,128,926	130.4	10	10
Madison (Ill.)	222.5	256.7	115.4			415,400	555,028	133.6			226,198	293,348	129.7		
St. Clair (Ill.)	247.3	278.5	112.6			425,990	569,373	133.7			247,981	325,651	131.3		
Jefferson	66.5	104.4	157.0			100,824	149,846	148.6			39,044	49,538	126.9		
St. Charles	39.0	46.2	118.5			60,082	86,448	143.9			43,607	61,851	141.8		
St. Louis	1,489.9	1,668.4	112.0			2,931,213	3,909,571	133.4			1,842,170	2,398,538	130.2		
Springfield	121.8	130.2	106.9	186	192	198,135	277,024	139.8	186	177	144,443	205,673	142.4	184	174
Greene	121.8	130.2	106.9			198,135	277,024	139.8			144,443	205,673	142.4		
Potential Areas															
Joplin	112.3	116.6	103.8	197	207	166,267	208,959	125.7	212	219	133,772	169,398	126.6	190	196
Jasper	82.8	85.9	103.7			127,793	159,250	124.6			105,263	131,805	125.2		
Newton	29.5	30.7	103.9			38,474	49,709	129.2			28,509	37,593	131.9		
MONTANA															
Potential Areas															
Billings	79.1	96.8	122.4	257	241	139,780	187,295	134.0	237	232	116,540	149,958	128.7	207	212
Yellowstone	79.1	96.8	122.4			139,780	187,295	134.0			116,540	149,958	128.7		
Butte-Anaconda	81.0	89.9	111.0	253	254	138,342	171,667	124.1	239	246	90,667	108,828	120.0	253	261
Deer Lodge	21.4	23.6	110.3			33,550	42,585	126.9			18,181	22,646	124.6		
Silver Bow	59.6	66.3	111.2			104,792	129,082	123.2			72,486	86,182	118.9		
Great Falls	71.5	88.1	123.2	273	259	135,353	179,278	132.5	243	239	102,944	129,814	126.1	234	236
Cascade	71.5	88.1	123.2			135,353	179,278	132.5			102,944	129,814	126.1		
NEBRASKA															
Standard Areas															
Lincoln	145.0	167.7	115.7	160	159	280,649	387,826	138.2	142	141	194,620	266,188	136.8	145	141
Lancaster	145.0	167.7	115.7			280,649	387,826	138.2			194,620	266,188	136.8		
Omaha	436.0	482.6	110.7	61	60	812,190	1,033,408	127.2	61	61	567,700	700,284	123.4	57	58
Pottawattamie (Iowa)	75.0	77.3	103.1			124,673	140,113	112.4			74,311	81,474	109.6		
Douglas	332.3	367.6	110.6			638,327	815,583	127.8			480,027	598,046	124.6		
Sarpy	28.7	37.7	131.4			49,190	77,712	158.0			13,302	20,764	156.1		



Circulation UP in the UPPER Midwest!

Minneapolis Star *and* Tribune

EVENING — MORNING and SUNDAY

650,000 SUNDAY · 515,000 DAILY

Roll Call

of national advertisers in The Kansas City Star in 1959*

By their continuing use of Kansas City Star advertising, these, the nation's outstanding manufacturers and merchandisers, indicate their recognition of the expanding Kansas City market and the unparalleled circulation coverage of The Star.

*Major space users only
No retailers included

Abbott Laboratories
Acme Quality Paints, Inc.
Adams Dairy
Allis-Chalmers Manufacturing Co.
All-Year Club of California
Aluminum Company of America
American Bakeries
American Dairy Association
American Express
American Home Magazine
American Iron & Steel Institute
American Life & Accident
American Motors
American President Lines
American Safety Razor
American Tobacco
American Viscose
Anchor Posts
Arkansas Publicity & Parks
Armour & Co.
Armour Fertilizer
Armstrong Cork
Arnold Bernhard
Ash Grove Lime & Port. Cement
Ass'n of American Railroads
Associated Loan
Atlas Supply
Austex Foods

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C. S. Baby Products
Bache & Co.
Badger Paper Mills
Bahamas Development Board
Beacon Wax
Beatrice Foods
Beltone Hearing Aid
Bendix Aviation
Beneficial Finance
Berkshire Knitting Mills
Berry Tours
Better Homes & Gardens
Birdseye
Black, Sivalls & Bryson
Block Drug
Blyth & Co.
Borden
Boyle-Midway
Brach Candies
Braniff International
Breast-O-Chicken Tuna
Brillo Manufacturing
Bristol-Myers
British Travel Association
E. L. Bruce
Buick
Calvin Bullock
W. Atlee Burpee
Butler Manufacturing Company
Butternut Coffee

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Cadillac
Cakebox Bakeries
C&H Sugar
California Packing
California Spray Chemical
Campana
Campbell Soup
Campho-Phenique
Canada Dry
Canadian Government Travel Bureau
Canadian National
Canadian Pacific
Candy Gram
Cannon Mills
Canute Company
M. Capp Manufacturing Company
Caravan Tours
Carnation Company
Carol Cookies
Carrier
William Carter
Cat's Paw
Central Airlines
Chesbrough-Ponds
Chevrolet
Chicago, Burlington & Quincy
Chicago, Duluth & Georgian Bay Transit
Chicago Great Western
Chicago, Milw., St. P. & Pacific
Chicago, Rock Island, & Pacific
Chrysler
Cities Service
City of San Antonio
Clabber Girl
Clearasil
Clorox Chemical
Coast Fisheries
Coca-Cola
Colgate-Palmolive
Hal Collins
Colorado Springs Cham. of Com.
Colorado Dept. Public Relations
Columbus Plastic Products
Comstock Food
Congoleum-Nairn
Consolidated Cigar
Consolidated Royal Chemical
Continental Air Lines
Continental Baking
Continental Casualty
Continental Oil
Continental Trailways
Cook Chemical
Cooks Paint & Varnish Co.
Corn Products Refining
Creamette Macaroni
Crown Coach Lines
Creomulsion
Cunard
Helene Curtis
Curtis Publishing

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Davis Paint
Daystrom, Inc.
DeJur-Amsco
Delta Airlines
Derby Refining
DeSoto
Dinner-of-the-Month Club
Dodge
Dominican Republic
Dormeyer
Downey Flake Waffles
Dow Chemical
Dow-Jones
Dow Theory Forecasts
Doyle Packing
Dunlop Tires
E. I. DuPont
Francis I. DuPont & Co.

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Eastman Chemical
Eastman Dillon
Eastman Kodak
Eaton & Howard
S. M. Edison Chemical
Elms Hotel
El Producto
Esquire
Eversharp
Evinrude
Ezo Company

•

Fairbank-Whitney
Fairmount Dairies
Farm & Home Equipment
Farm & Home Saving & Loan
Farmers Insurance
Fasteeth
H. Fendrich
Henry Field Seed Company
Firestone
First Boston Corporation
First National City Bank
Fleetwood Company

Florida Citrus Commission
State of Florida
Florist Telegraph
Folger's Coffee
Ford
Foremost Dairies
Formfit
Foster Travel Service
Frank's Pure Food
Frank's Tea & Spice
R. T. French
French Line
Frigidaire
Fritos
Frontier Air Lines
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General Foods
General Mills
General Motors Acceptance
General Motors
General Petroleum
General Tire & Rubber
Gerber Products
G. H. P. Cigar Company
Gillette
Glessner Company
Glidden
Golden Peacock
Gold Seal
B. F. Goodrich
Goodyear
Great Northern
Great Western Sugar Refining
Green Giant
Grocery Store Products
Groves Laboratories
Gustin-Bacon

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Hall Brothers
Halsey, Stuart & Co.
Harrison Radiator
Harris, Upham
Hawaiian Pineapple
Hawthorn-Mellody Farms Dairy
H. J. Heinz
Henry Holt
Hertz System
Heublin
Holland-American Lines
Hollywood Bread
Hoover Company
Hotpoint
E. F. Hutton

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Idaho Potatoes
Illinois Canning
Institute of Life Insurance
IBM
International Harvester
Int'l Ladies Garment Workers
International Milling
International Nickel
Inter-State Nurseries

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Jackson & Perkins
Andrew Jergens
Johnson Outboard Motors
Johnson's Wax

Kansas City Southern
Kasco Mills
Kellogg
Kelly-Western Seed
Kendall Company
Keystone Camera
Keystone Mushroom
Keystone Company
Kidder, Peabody
Kimberly-Clark
Kiplinger Letter
Kitchens of Sara Lee
Kitty Clover Potato Chips
Knights of Columbus
Knox Gelatine
Kraft Foods
Kress & Owen
Kretschner Corporation
Kurland Motor

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LaChoy
Lambert-Hudnut
Lambert Pharmacal
Larus Brother
Lavoptic
Lawry Products
H. D. Lee
James Lee & Sons
Lever Brothers
Libby, McNeil & Libby
Liggett-Myers
Lilienfield Brothers
T. J. Lipton
Hugh W. Long
Look Magazine
P. Lorillard
Joe Lowes
Lykes Lines

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McCalls
Manitoba Bureau of Travel
Matson Navigation
Louis Maull
Maytag
Merchant's Biscuit
Merck
Mercury Outboard Motors
Merrill, Lynch, Pierce, Fenner & Smith
Michigan Peat
Midland Company
Midland Empire Insurance
Midland Pharmacal
Miles Laboratories
Milner Products
Milnot
Minneapolis-Honeywell
Minnesota Mining
Minute Maid
Missouri Division Resources
Missouri-Kansas-Texas Lines
Missouri Pacific
Mitsubishi International
Monico
John Morrell
Morton Packing
Morton Salt
Moto Mower
Murine Company
Mutual of Omaha

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National Biscuit
National Carbon
National Cranberry Association
National Dairy
National Securities & Research
Neosho Nursery
Nestle
New Mexico Tourist Bureau
New York Life Insurance
N. Y. K. Line
Niagara Therapy
Niles & Moser Cigar
Norex Laboratories
North American Philips
Northern Pacific
Northern Paper Mills
Norton Company
Norwich Pharmacal
Noxzema Chemical
Nutrena Dog Food

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Old American Insurance
Oldsmobile
Olin-Mathieson
One William Street Fund
Open Pit Bar-B-Q Sauce
O'Sullivan Rubber
Otarion Hearing Aids
Otoe Food Products
Ozark Airlines

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Pacific Citrus Products
Pacific Intermountain Express
Pacific Mills
Palm Beach
Pam Industries
Paper-Mate
Joseph Paramet
Parker Pen
Mrs. Pauls Kitchens
Peabody Coal
Pen Jei
Pennsylvania Salt
Penn Mutual Life
Pepsi Cola
Personal Products
Peterson Ointment
Pharma-Craft
Pharmaco
Philco
Philip Morris
Phillips Petroleum
Phipps Products
Phoenix Chamber of Commerce
Pillsbury
Pittsburgh Plate Glass
Plough
Plymouth
Polaroid Sunglasses
Pontiac
Popular Science
Prentice Hall
Prince Matchabelli
Procter & Gamble
Pro-phy-lac-tic Brush
Province of Manitoba
Prudential Life
Public Service Electric & Gas
Purity Cheese
Puro Filter Corporation

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Quaker Oats

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R. P. M. Manufacturing
Radio Corporation
Raeford Worsted
Rain Jet
Ralston Purina
Rath Packing
Reader's Digest
Real Gold Citrus
Red Diamond Potato Chips
R. C. A. Victor
R. C. A. Whirlpool
Reese Finer Foods
R. J. Reynolds
Relax-a-Cizor
Remington Rand
Resinol Chemical
Revere Camera
Revlon Products
Rexall
R. B. Rice
Robb-Ross
Rolley, Incorporated
Ronson
Roper Ranges
Helena Rubinstein
Rustain Products

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St. Louis & San Francisco R. R.
St. Martin's Press
Sani-Wax
Santa Fe Railroad
A. Schilling
Dr. Scholls
Schulze & Burch
Scott Paper
Scripto
Seabrook Farms
Sealy
Seidlitz Paint
Sealtest Milk
Seven 7-Up
Shaler Company
W. A. Sheaffer Pen Company
Sheffield Steel
Sherwin-Williams
Shulton
Shwayder Brothers
Silent Automatic
Simon & Schuster
Simoniz
Sinclair
Sioux Honey
Siroil Laboratories
Skelly
Skyway Luggage
A. O. Smith
Socony-Vacuum
Soilax
Southwestern Bell Telephone
Southwestern Greyhound Lines
Speas Vinegar
Spencer Chemical
Sperry Candy
Spring Mills
Standard Brands
Standard Knitting Mills
Standard Oil Company
Star Kist Tuna
Steel-Co. Co-ordinating Comm.
A. Stein
Stephano Brothers
Sterling Drugs
Stern's Nurseries
Stix Products
Stokley-Van Camp
Stouffer
Levi Strauss
Studebaker-Packard
Sugar Information, Incorporated
Summit Encyclopedia
Sunbeam
Sunkist
Sunshine Biscuit
Surprise Bra
Swift & Co.
J. H. Swisher & Son
Sylvania Electric

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Tampax
Tennessee Division Information
Tension Envelope
Texaco
Thompson Water Seal
Tidy House Products
Time
Toni
Tonsilene
Top Value Enterprises
Toro Manufacturing
Trans Continental Airlines
Trans World Air Lines
B. F. Trappey's & Sons
Triangle Publishing
Mrs. Tucker's Food

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Underwood
Union Carbide
Union Pacific
United Airlines
United Artists
United Business Service
US News & World Report
United States Rubber
U. S. Steel
U. S. Tobacco
Upjohn

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Value Line Inv. Survey
Vanderbilt Better Tours
Velsicol Chemical
Vendo Company
Vick Chemical
Viking Air Products
Viking Press

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Wabash
Waddell & Reed
Warner Brothers
Water Master
Weathertite
Weller Electric
Wellington Fund
Wesson Oil & Snowdrift Sales Co.
Western Electric
Westinghouse Electric
Western & Southern Life
Westley Industries
Whistle-Vess
Whitehall Pharmacal
Whitman
Whitney Seed
Willys Motor
Wilson & Co.
Wilson Sporting Goods
Dean Witter
Wright's Smoke
Wyler & Co.
World Publishing Company

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York Pharmacal
Yuba Power Products

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Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
NEVADA															
Potential Areas															
Las Vegas	125.7	188.0	149.6	181	144	248,259	401,612	161.8	159	136	186,808	286,894	153.6	152	130
Clark	125.7	188.0	149.6			248,259	401,612	161.8			186,808	286,894	153.6		
Reno	82.6	109.8	132.9	248	219	181,434	272,455	150.2	198	180	143,972	209,865	145.8	165	172
Washoe	82.6	109.8	132.9			181,434	272,455	150.2			143,972	209,865	145.8		
NEW HAMPSHIRE															
Standard Areas															
Manchester	166.5	179.7	107.9	142	150	304,728	393,593	129.2	135	130	218,433	284,278	130.1	130	133
Hillsborough	166.5	179.7	107.9			304,728	393,593	129.2			218,433	284,278	130.1		
NEW JERSEY															
Standard Areas															
Atlantic City	162.0	164.5	101.6	161	169	280,644	325,944	116.1	143	163	235,275	264,887	112.6	121	142
Atlantic	162.0	164.5	101.6			280,644	325,944	116.1			235,275	264,887	112.6		
1Camden															
Jersey City	650.0	652.6	100.4	37	56	1,319,815	1,411,673	107.0	36	45	601,664	624,566	103.8	54	66
Hudson	650.0	652.6	100.4			1,319,815	1,411,673	107.0			601,664	624,566	103.8		
Newark	1,700.3	1,811.9	106.6	13	13	3,931,498	4,842,778	123.2	11	12	2,175,513	2,612,634	120.1	12	12
Essex	1,003.8	1,025.9	102.2			2,300,446	2,684,908	116.7			1,271,530	1,438,132	113.1		
Morris	215.1	257.8	119.9			460,138	623,344	135.5			259,363	338,810	130.7		
Union	481.4	528.2	109.7			1,170,914	1,534,526	131.1			644,680	836,692	129.6		
N.Y.-Newark-Jersey-City (N.J. portion only)	3,948.8	4,355.0	110.3			8,881,086	11,448,704	128.9			4,888,551	6,2'0,700	127.7		
Paterson-Clifton-Passaic	1,116.9	1,314.4	117.7	18	19	2,644,002	3,853,812	145.8	15	14	1,580,582	2,293,186	145.1	16	15
Bergen	740.0	926.6	125.2			1,835,599	2,782,279	151.6			997,202	1,503 815	150.8		
Passaic	376.9	387.8	102.9			808,403	1,071,533	132.5			583,380	789 371	135.3		
Trenton	270.0	290.5	107.6	95	99	571,621	775,780	135.7	74	75	424,745	583,497	137.4	69	70
Mercer	270.0	290.5	107.6			571,621	775,780	135.7			424,745	583,497	137.4		
Potential Areas															
Vineland-Bridgeton	106.1	116.4	109.7	208	206	181,650	251,890	138.7	197	191	172,861	242,825	140.5	160	154
Cumberland	106.1	116.4	109.7			181,650	251,890	138.7			172,861	242,825	140.5		
NEW MEXICO															
Standard Areas															
Albuquerque	238.5	324.1	135.9	109	91	420,076	679,935	161.9	101	86	303,475	459,438	151.4	94	84
Bernalillo	238.5	324.1	135.9			420,076	679,935	161.9			303,475	459,438	151.4		
NEW YORK															
Standard Areas															
Albany-Schenectady-Troy	680.7	709.5	104.2	33	43	1,364,811	1,720,065	126.0	35	37	798,004	990,478	124.1	37	40
Albany	283.6	291.7	102.9			573,094	722,609	126.1			374,073	466,874	124.8		
Rensselaer	145.1	147.4	101.6			274,674	356,443	129.8			158,638	207,631	130.9		
Saratoga	85.5	90.3	105.6			152,135	191,132	125.6			78,663	96,441	122.6		
Schenectady	166.5	180.1	108.2			364,908	449,871	123.3			186,630	219,532	117.6		
Binghamton	208.1	218.4	104.9	121	131	402,520	515,317	128.0	107	112	245,651	310,916	126.5	115	118
Broome	208.1	218.4	104.9			402,520	515,317	128.0			245,651	310,916	126.5		
Buffalo	1,338.7	1,500.7	112.1	15	16	2,568,337	3,518,023	137.0	16	16	1,610,255	2,180,211	135.4	15	16
Erie	1,108.6	1,246.5	112.4			2,128,843	2,925,841	137.4			1,343,085	1,824,628	135.9		
Niagara	230.1	254.2	110.5			439,494	592,182	134.7			267,170	355,583	133.1		
N.Y.-Newark-Jersey City	14,521.7	16,270.9	112.1			33,154,677	44,871,992	135.3			18,838,362	25,220,703	133.9		
New York	10,572.9	11,915.9	112.7	1	1	24,273,591	33,423,288	137.7	1	1	13,949,811	18,980,003	136.1	1	1
Bronx	1,417.6	1,460.6	103.0			2,951,351	3,768,120	127.7			1,148,820	1,459,202	127.0		
Kings	2,569.5	2,671.3	104.0			5,263,043	6,599,562	125.4			2,446,101	3,012,417	123.2		
Nassau	1,305.7	1,893.8	145.0			3,349,052	5,806,224	173.4			1,944,710	3,297,076	169.5		

1 Included in Philadelphia Metropolitan Area.

Monthly High-Spot Cities Sales Forecast — Two Months Ahead

In every first issue of the month SALES MANAGEMENT forecasts what the next month's retail sales will be in leading U. S. and Canadian cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
NEW YORK (Cont'd)															
New York	1,752.6	1,787.3	102.0			4,584,573	5,764,652	125.7			4,450,733	5,554,893	124.8		
Queens	1,815.5	1,953.4	107.6			4,385,388	5,793,975	132.1			1,812,155	2,371,808	130.9		
Richmond	217.1	227.6	104.8			442,717	543,276	122.7			174,508	207,200	118.7		
Rockland	119.9	146.4	122.1			207,589	320,774	154.5			129,251	200,575	155.2		
Suffolk	591.9	876.1	148.0			1,043,297	1,817,132	174.2			676,185	1,142,675	169.0		
Westchester	784.1	899.4	114.7			2,046,581	3,009,373	147.0			1,167,346	1,734,157	148.6		
Rochester	592.5	654.3	110.4	46	49	1,244,582	1,691,132	135.9	39	38	734,283	989,439	134.7	40	41
Monroe	592.5	654.3	110.4			1,244,582	1,691,132	135.9			734,283	989,439	134.7		
Syracuse	546.9	591.0	108.1	52	54	1,031,411	1,346,980	130.6	47	49	645,738	829,272	128.4	48	50
Madison	52.9	56.2	106.2			93,037	116,076	124.8			55,092	67,356	120.9		
Onondaga	409.8	449.4	109.7			804,949	1,066,867	132.5			514,462	670,503	130.3		

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

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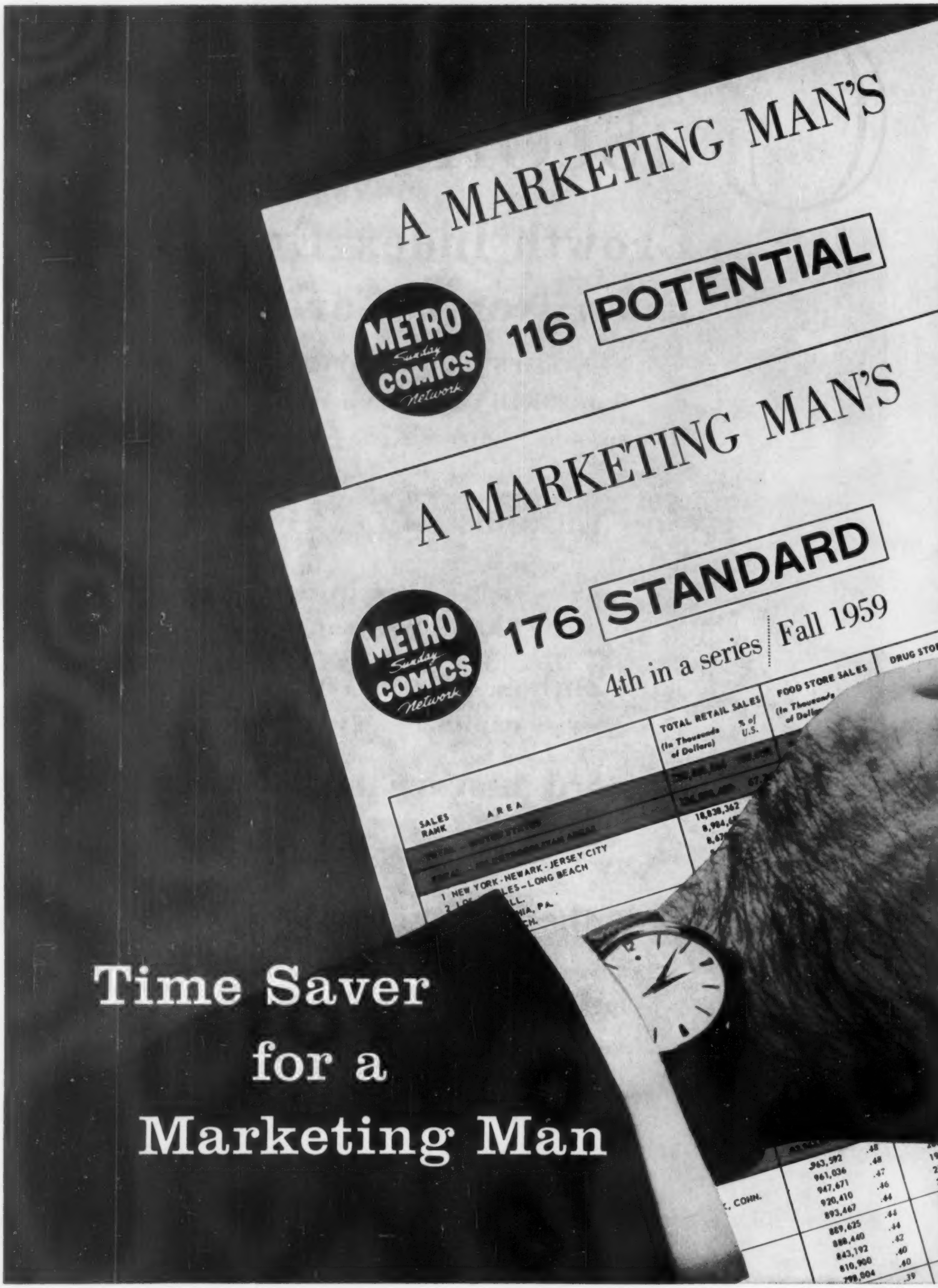
NEW YORK (Cont'd)															
Oswego	84.2	85.4	101.4			133,425	164,037	122.9			75,584	91,413	120.9		
Utica-Rome	312.6	337.0	107.8	78	88	546,769	684,476	125.2	79	84	339,407	424,121	125.0	86	92
Herkimer	64.5	66.8	103.6			111,273	133,691	120.1			66,103	78,487	118.7		
Oneida	248.1	270.2	108.9			435,496	550,785	126.5			273,304	345,634	126.5		
Potential Areas															
Auburn	74.6	78.4	105.1	264	275	126,744	154,823	122.2	253	256	80,823	97,749	120.9	278	274
Cayuga	74.6	78.4	105.1			126,744	154,823	122.2			80,823	97,749	120.9		
Elmira	101.1	109.5	108.3	219	223	185,714	231,067	124.4	194	200	115,495	137,770	119.3	211	227
Chemung	101.1	109.5	108.3			185,714	231,067	124.4			115,495	137,770	119.3		
Jamestown	150.3	153.7	102.3	154	170	269,931	338,721	125.5	145	157	163,879	203,630	124.3	167	175
Chautauqua	150.3	153.7	102.3			269,931	338,721	125.5			163,879	203,630	124.3		
Newburgh	178.5	192.1	107.6	133	139	321,526	418,704	130.2	128	132	231,586	296,713	128.1	123	126
Orange	178.5	192.1	107.6			321,526	418,704	130.2			231,586	296,713	128.1		
Poughkeepsie	171.8	187.4	109.1	139	145	306,656	416,208	135.7	134	134	191,658	259,316	135.3	147	144
Dutchess	171.8	187.4	109.1			306,656	416,208	135.7			191,658	259,316	135.3		
Watertown	89.1	91.9	103.1	237	230	152,987	182,248	119.1	224	238	106,084	124,785	117.6	226	247
Jefferson	89.1	91.9	103.1			152,987	182,248	119.1			106,084	124,785	117.6		
NORTH CAROLINA															
Standard Areas															
Asheville	136.9	144.6	105.6	168	177	190,548	235,555	123.6	190	196	144,661	176,231	121.8	183	190
Buncombe	136.9	141.6	105.6			190,548	235,555	123.6			144,661	176,231	121.8		
Charlotte	275.0	355.6	129.3	92	84	465,792	653,128	140.2	91	91	334,833	447,220	133.6	87	88
Mecklenburg	275.0	355.6	129.3			465,792	653,128	140.2			334,833	447,220	133.6		
Durham	115.5	125.2	108.4	189	198	180,312	219,544	121.8	199	214	119,936	141,416	117.9	204	223
Durham	115.5	125.2	108.4			180,312	219,544	121.8			119,936	141,416	117.9		
Greensboro-High Point	233.5	266.3	114.0	113	111	376,918	529,582	140.5	117	108	343,901	486,253	141.4	83	80
Guilford	233.5	266.3	114.0			376,918	529,582	140.5			343,901	486,253	141.4		


A MARKETING MAN'S
METRO Sunday COMICS Network
116 POTENTIAL
A MARKETING MAN'S
METRO Sunday COMICS Network
176 STANDARD
4th in a series
Fall 1959
TOTAL RETAIL SALES (In Thousands of Dollars) % of U.S.
FOOD STORE SALES
SALES RANK
AREA
1 NEW YORK - NEWARK - JERSEY CITY
Time Saver
for a
Marketing Man

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

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NORTH CAROLINA (Cont'd)															
Raleigh	166.5	192.1	115.4	142	140	248,614	338,365	136.1	157	158	200,456	269,701	134.5	140	140
Wake	166.5	192.1	115.4			248,614	338,365	136.1			200,456	269,701	134.5		
Winston-Salem	181.5	214.8	118.3	131	133	281,396	394,778	140.3	141	138	211,241	293,513	138.9	132	128
Forsyth	181.5	214.8	118.3			281,396	394,778	140.3			211,241	293,513	138.9		
Potential Areas															
Burlington	82.4	91.4	110.9	249	251	116,502	152,341	130.8	267	261	82,017	105,934	129.2	275	267
Alamance	82.4	91.4	110.9			116,502	152,341	130.8			82,017	105,934	129.2		
Fayetteville	138.5	166.3	120.1	167	160	161,025	205,984	127.9	220	223	110,578	133,910	121.1	219	230
Cumberland	138.5	166.3	120.1			161,025	205,984	127.9			110,578	133,910	121.1		
Gastonia	130.9	145.3	111.8	175	174	171,262	226,153	132.1	205	208	106,197	138,725	130.6	225	226
Gaston	130.9	146.3	111.8			171,262	226,153	132.1			106,197	138,725	130.6		
Rocky Mount	117.1	119.2	101.8	187	204	124,661	136,399	109.4	255	280	87,651	93,898	107.1	257	283
Edgecombe	54.0	55.1	102.0			58,588	61,284	104.6			38,646	40,192	104.0		
Nash	63.1	64.1	101.6			66,073	75,115	113.7			49,005	53,706	109.6		
Wilmington	76.5	88.2	115.3	261	256	102,741	117,939	114.8	278	288	83,299	87,214	104.7	271	289
New Hanover	76.5	88.2	115.3			102,741	117,939	114.8			83,298	87,214	104.7		
NORTH DAKOTA															
Potential Areas															
Fargo	70.1	78.4	111.8	274	275	112,649	141,281	125.4	271	274	115,022	139,130	121.0	213	224
Cass	70.1	78.4	111.8			112,649	141,291	125.4			115,022	139,130	121.0		
Grand Forks-															
East Grand Forks	85.9	93.4	108.7	242	246	127,749	174,363	136.5	250	245	122,919	170,402	138.6	199	195
Polk (Minn.)	38.0	38.7	101.8			55,273	71,912	130.1			42,750	56,762	132.8		
Grand Forks	47.9	54.7	114.2			72,476	102,451	141.4			80,169	113,640	141.8		
OHIO															
Standard Areas															
Akron	515.0	602.7	117.0	53	53	995,194	1,294,650	130.1	51	52	626,626	809,651	129.2	52	51
Summit	515.0	602.7	117.0			995,194	1,294,650	130.1			626,626	809,651	129.2		
Canton	330.0	364.7	110.5	76	79	593,987	750,872	126.4	73	78	388,951	494,450	127.1	76	78
Stark	330.0	364.7	110.5			593,987	750,872	126.4			388,951	494,450	127.1		
Cincinnati	1,071.6	1,207.1	112.6	19	22	2,025,065	2,550,940	126.0	21	23	1,320,742	1,642,389	124.4	23	26
Campbell (Ky.)	93.4	105.4	112.8			138,883	180,276	129.8			77,241	96,324	124.7		
Kenton (Ky.)	133.1	155.9	117.1			212,688	283,751	133.4			119,211	151,968	127.5		
Hamilton	845.1	945.8	111.9			1,673,493	2,086,913	124.7			1,124,290	1,394,097	124.0		

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
OHIO (Cont'd)															
Cleveland	1,758.1	1,979.2	112.6	11	11	3,881,576	4,922,839	126.8	12	11	2,308,266	2,925,587	126.7	11	11
Cuyahoga	1,630.1	1,812.8	111.2			3,627,703	4,581,353	126.3			2,183,389	2,764,236	126.6		
Lake	128.0	166.4	130.0			253,873	341,486	134.5			124,877	161,351	129.2		
Columbus	660.1	817.2	123.8	34	34	1,395,635	1,908,700	136.8	32	32	893,467	1,210,290	135.5	32	33
Franklin	660.1	817.2	123.8			1,395,635	1,908,700	136.8			893,467	1,210,290	135.5		
Dayton	683.2	841.9	123.2	32	31	1,392,057	1,750,453	125.7	33	35	759,051	910,035	119.9	39	45
Greene	78.6	98.5	125.3			154,600	193,713	125.3			67,576	79,920	118.3		
Miami	69.6	76.5	109.9			122,914	147,032	119.6			79,932	94,117	117.7		
Montgomery	535.0	666.9	124.7			1,114,543	1,409,708	126.5			611,543	735,538	120.4		
Hamilton-Middletown	184.2	216.9	117.8	130	132	344,009	417,025	121.2	122	133	197,371	229,312	116.2	143	159
Butler	184.2	216.9	117.8			344,009	417,025	121.2			197,371	229,312	116.2		
Lima	103.2	116.9	113.3	215	208	185,202	226,444	122.3	196	207	122,620	146,936	119.8	200	218
Allen	103.2	116.9	113.3			185,202	226,444	122.3			122,620	146,936	119.8		
Lorain-Elyria	200.5	248.7	124.0	124	118	386,705	488,240	126.3	114	116	197,916	238,194	120.4	142	156
Lorain	200.5	248.7	124.0			386,705	488,240	126.3			197,916	238,194	120.4		
Springfield	130.4	145.9	111.9	177	175	239,840	297,344	124.0	165	170	151,645	186,457	123.0	177	184
Clark	130.4	145.9	111.9			239,840	297,344	124.0			151,645	186,457	123.0		
Steubenville-Weirton	165.3	171.6	103.8	144	155	286,499	358,793	125.2	140	151	171,930	219,262	127.5	161	166
Jefferson	102.1	103.1	101.0			179,124	223,884	125.0			125,348	162,612	129.7		
Brooke (W. Va.)	24.7	24.8	100.4			41,237	46,921	113.8			17,513	19,033	108.7		
Hancock (W. Va.)	38.5	43.6	113.2			66,138	87,988	133.0			29,069	37,617	129.4		

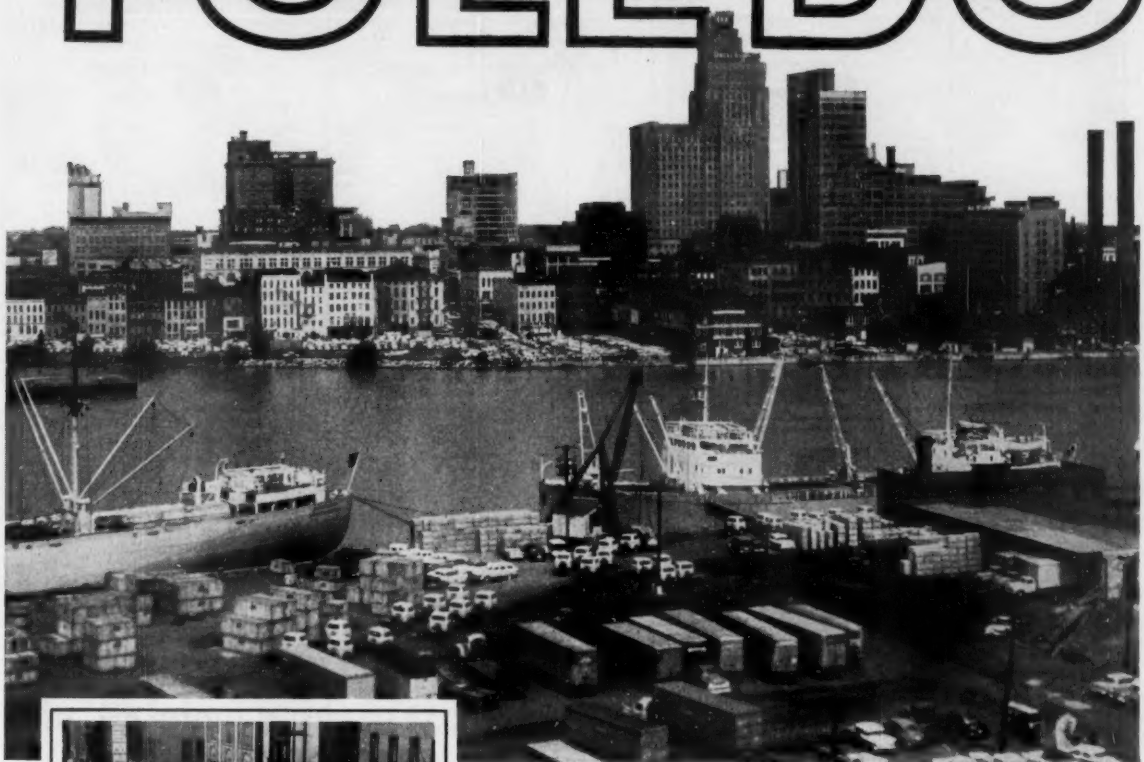
Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE AREA COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
OHIO (Cont'd)															
Toledo	474.7	545.0	114.8	58	58	1,046,591	1,246,906	119.1	46	55	548,702	628,922	114.6	60	65
Lucas	474.7	545.0	114.8			1,046,591	1,246,906	119.1			548,702	628,922	114.6		
Youngstown	480.3	549.2	112.0	55	57	915,384	1,151,371	125.8	57	57	555,032	696,904	125.6	59	59
Mahoning	293.5	320.4	109.2			561,489	700,987	124.8			358,146	449,692	125.6		
Trumbull	196.8	228.8	116.3			353,895	450,384	127.3			196,886	247,212	125.6		
Potential Areas															
Ashtabula	94.9	108.2	114.0	227	223	166,577	208,376	125.1	211	221	116,194	143,473	123.5	209	221
Ashtabula	94.9	108.2	114.0			166,577	208,376	125.1			116,194	143,473	123.5		
Mansfield	109.5	125.0	114.2	201	199	210,319	263,859	125.5	180	184	133,354	165,356	124.0	191	199
Richland	109.5	125.0	114.2			210,319	263,859	125.5			133,354	165,356	124.0		
Marion	58.5	66.1	113.0	291	292	97,712	112,869	115.5	285	291	64,969	71,759	110.5	295	296
Marion	58.5	66.1	113.0			97,712	112,869	115.5			64,969	71,759	110.5		
Newark	81.5	90.8	111.4	252	252	140,706	183,330	130.3	236	236	94,387	124,906	132.3	250	245
Licking	81.5	90.8	111.4			140,706	183,330	130.3			94,387	124,906	132.3		
Portsmouth	104.1	114.0	109.5	211	213	143,962	152,078	105.6	231	262	84,130	94,815	112.7	269	279
Scioto	104.1	114.0	109.5			143,962	152,078	105.6			84,130	94,815	112.7		
Sandusky	63.6	73.4	115.4	283	283	113,731	142,813	125.6	270	273	76,847	94,889	123.5	283	277
Erie	63.6	73.4	115.4			113,731	142,813	125.6			76,847	94,889	123.5		
Zanesville	80.0	83.0	103.8	256	267	126,996	146,476	115.3	252	270	82,179	94,194	114.6	274	281
Muskingum	80.0	83.0	103.8			126,996	146,476	115.3			82,179	94,194	114.6		

To be sure that you're basing your selection of markets and media on all available factors, study both the data and the advertisements in this issue.

TOLEDO



CITY ON THE MOVE

Since the opening of the St. Lawrence Seaway, general cargo imports are up 500%. Grain shipments have tripled. The world's largest, fastest coal loader is in operation, new liquid storage facilities are completed, and a general cargo terminal is scheduled for completion this year. An estimated 15 million dollars is to be spent for additional grain handling facilities.

DOWNTOWN MALL EXCITES NATION

Four blocks of cold hard pavement were converted into four blocks of trees, flowers, a pond for penguins, play area for children, and many other attractions. Much of the nation's press reported it. Officials from dozens of cities in the U.S. and Canada visited it. Requests for information continue to flow in.

TOLEDO—A GREAT AND GROWING MARKET

With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers a market place of ever-increasing, unusual opportunity. Fortunately the Toledo Blade and Times provide an intensive family coverage of this market that is matched by few newspapers in the nation.

TOLEDO BLADE · TOLEDO TIMES

DAILY AND SUNDAY — MORNING

REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT, INC.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE — POPULATION — SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN — NET EFFECTIVE BUYING INCOME — SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND — TOTAL RETAIL SALES — SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
OKLAHOMA															
Standard Areas															
Oklahoma City	471.4	556.1	118.4	57	56	823,244	1,013,745	123.1	59	62	580,111	680,596	117.3	58	61
Cleveland	46.9	47.8	103.5			64,808	84,267	130.0			39,543	52,987	134.0		
Oklahoma	425.5	510.6	120.0			758,436	929,478	122.6			540,568	627,609	116.1		
Tulsa	381.0	456.0	119.7	64	63	687,819	817,891	118.9	66	70	464,856	518,048	111.4	67	72
Creek	41.0	41.3	100.9			52,513	53,964	102.8			33,498	35,049	104.6		
Tulsa	340.0	414.7	122.0			635,306	763,927	120.2			431,358	482,999	112.0		
Potential Areas															
Enid	49.1	49.6	101.0	297	296	82,545	92,047	111.5	295	295	85,183	93,036	109.2	285	285
Garfield	49.1	49.6	101.0			82,545	92,047	111.5			85,183	93,036	109.2		
Lawton	78.2	93.3	119.3	258	247	119,120	140,456	117.9	284	275	79,264	95,196	120.1	280	278
Comanche	78.2	93.3	119.3			119,120	140,456	117.9			79,264	95,196	120.1		
OREGON															
Standard Areas															
Portland	847.4	1,037.6	122.4	28	28	1,490,220	2,105,013	141.3	29	29	1,026,175	1,438,110	140.1	27	27
Clackamas	110.1	135.3	122.9			167,192	233,603	139.7			71,464	98,690	138.1		
Multnomah	561.0	672.1	119.8			1,038,911	1,443,333	138.9			795,319	1,103,120	138.7		
Washington	91.3	142.1	155.6			146,777	241,516	164.5			74,259	115,965	156.2		
Clark	85.0	86.1	103.6			137,340	186,561	135.8			85,133	120,315	141.3		
Potential Areas															
Eugene	150.0	195.0	130.0	156	138	253,915	359,779	141.7	155	150	181,449	248,390	136.9	156	151
Lane	150.0	195.0	130.0			253,915	359,779	141.7			181,449	248,390	136.9		
Salem	141.3	159.1	112.6	163	166	208,021	288,422	138.7	183	173	156,587	225,391	143.9	173	160
Marion	119.1	136.4	114.5			174,741	246,884	141.3			137,522	199,868	145.3		
Polk	22.2	22.7	102.3			33,280	41,538	124.8			19,065	25,523	133.9		
PENNSYLVANIA															
Standard Areas															
Allentown-Bethlehem-Easton	455.9	462.9	101.5	58	61	850,893	1,097,765	129.0	58	59	562,307	741,041	131.8	58	55
Warren (N. J.)	81.0	83.2	103.6			110,601	123,678	111.8			58,169	61,306	105.4		
Lehigh	205.2	208.9	101.8			389,977	531,227	136.2			288,121	404,992	140.6		
Northampton	189.7	190.8	100.6			350,255	442,860	126.4			216,077	274,743	127.2		

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates: Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates: Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates: Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
PENNSYLVANIA (Cont'd)															
Altoona	136.5	135.1	99.0	169	187	209,880	263,322	125.5	181	185	138,094	165,713	120.0	187	198
Blair	136.5	135.1	99.0			209,880	263,322	125.5			138,094	165,713	120.0		
Erie	238.0	252.3	106.0	108	118	444,040	535,807	120.7	95	107	269,045	311,781	115.9	108	117
Erie	239.0	253.3	106.0			444,040	535,807	120.7			269,045	311,781	115.9		
Harrisburg	336.7	368.4	109.4	74	77	620,054	801,028	129.2	68	71	400,130	503,844	125.9	74	77
Cumberland	114.0	131.0	114.9			206,047	278,816	135.3			117,710	155,352	132.0		
Dauphin	222.7	237.4	106.6			414,007	522,212	126.1			282,420	348,492	123.4		
Johnstown	289.9	286.0	98.7	83	103	411,769	528,930	128.5	105	109	261,494	343,574	131.4	109	109
Cambria	213.0	212.9	100.0			311,771	414,360	132.9			201,468	275,624	136.8		
Somerset	76.9	73.1	95.1			99,998	114,570	114.6			60,026	67,950	113.2		
Lancaster	243.4	246.5	101.3	106	119	486,552	596,580	122.6	89	97	296,338	359,307	121.2	98	106
Lancaster	243.4	246.5	101.3			486,552	596,580	122.6			296,338	359,307	121.2		
Philadelphia	4,390.7	5,045.8	114.9	4	4	8,769,143	11,826,191	134.9	4	4	5,058,782	6,601,337	130.5	4	4
Burlington (N. J.)	189.1	244.1	129.1			359,718	491,737	136.7			158,988	202,810	127.6		
Camden (N. J.)	360.0	387.3	107.6			714,652	962,122	134.6			436,032	592,246	135.8		
Gloucester (N. J.)	120.0	143.9	119.9			220,762	321,477	145.6			129,734	188,273	145.1		
Bucks	289.2	422.2	146.0			545,651	895,957	164.2			280,605	439,590	156.7		
Chester	199.6	234.1	117.3			369,235	513,714	139.1			210,438	286,768	136.3		
Delaware	542.7	682.5	125.8			1,211,423	1,702,153	140.5			532,190	710,945	133.6		
Montgomery	482.9	638.3	132.2			1,089,735	1,659,090	152.2			589,472	866,530	147.0		
Philadelphia	2,207.2	2,293.4	103.9			4,257,967	5,279,941	124.0			2,721,322	3,314,176	121.8		

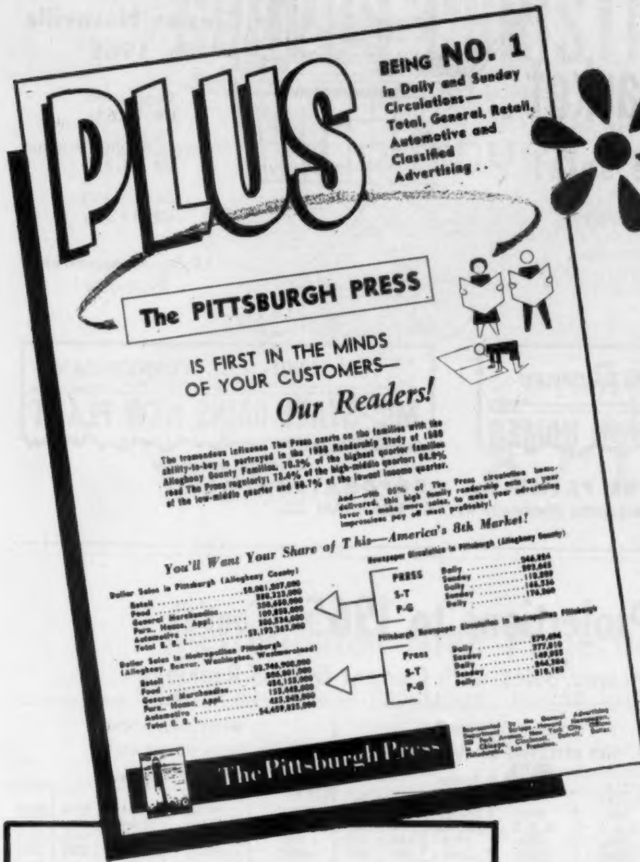
Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE — POPULATION — SM Estimates					WHAT THEY EARN — NET EFFECTIVE BUYING INCOME — SM Estimates					WHAT THEY SPEND — TOTAL RETAIL SALES — SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
PENNSYLVANIA (Cont'd)															
Pittsburgh	2,410.0	2,542.4	105.5	8	8	4,459,035	5,977,767	134.0	8	9	2,746,906	3,723,985	135.6	8	8
Allegheny	1,647.7	1,734.9	105.3			3,193,303	4,356,518	136.4			2,021,207	2,806,538	139.0		
Beaver	203.6	228.5	112.2			374,475	505,507	135.0			201,339	267,885	133.1		
Washington	221.1	228.2	103.2			358,245	445,946	124.5			213,196	261,932	122.9		
Westmoreland	337.6	350.8	103.9			533,752	669,796	125.5			311,164	385,630	123.9		
Reading	271.7	278.7	102.6	94	107	529,320	653,573	123.5	83	90	301,088	366,682	121.8	95	104
Berks	271.7	278.7	102.6			529,320	653,573	123.5			301,088	366,682	121.8		
Scranton	251.4	246.3	98.0	102	120	387,184	459,438	118.7	113	128	241,690	285,267	118.0	118	132
Lackawanna	251.4	246.3	98.0			387,184	459,438	118.7			241,690	285,267	118.0		
Wilkes-Barre-Hazleton	367.4	356.3	97.0	69	83	556,601	650,945	117.0	78	92	331,510	387,724	117.0	80	97
Luzerne	367.4	356.3	97.0			556,601	650,945	117.0			331,510	387,724	117.0		
York	220.0	231.7	105.3	116	126	388,148	476,145	122.7	112	122	259,754	309,375	119.1	111	119
York	220.0	231.7	105.3			388,148	476,145	122.7			259,754	309,375	119.1		
Potential Areas															
Lebanon	84.7	86.8	102.5	244	261	141,417	176,191	124.6	234	243	101,120	124,777	123.4	236	248
Lebanon	84.7	86.8	102.5			141,417	176,191	124.6			101,120	124,777	123.4		
New Castle	106.5	107.2	100.7	208	225	189,522	228,380	120.5	193	202	106,372	126,121	118.6	224	242
Lawrence	106.5	107.2	100.7			189,522	228,380	120.5			106,372	126,121	118.6		
Williamsport	103.5	103.5	100.0	214	233	171,033	194,253	113.6	207	230	103,303	112,507	108.9	233	259
Lycoming	103.5	103.5	100.0			171,033	194,253	113.6			103,303	112,507	108.9		
RHODE ISLAND															
Standard Areas															
Providence-Pawtucket	710.6	738.6	103.9	30	40	1,261,665	1,403,707	111.3	38	46	843,192	930,785	110.4	35	43
Bristol	32.2	35.1	109.0			56,969	64,169	112.6			25,949	28,614	110.3		
Kent	88.6	97.1	109.6			156,186	185,249	118.6			96,925	114,647	118.3		
Providence	589.8	606.4	102.8			1,048,510	1,154,289	110.1			720,318	787,524	109.3		
SOUTH CAROLINA															
Standard Areas															
Charleston	202.9	233.9	115.3	123	125	259,531	342,613	132.0	152	155	188,953	243,815	129.0	150	153
Charleston	202.9	233.9	115.3			259,531	342,613	132.0			188,953	243,815	129.0		
Columbia	236.0	277.3	117.5	111	108	310,842	412,381	132.7	132	135	229,120	294,644	128.6	125	127
Lexington	51.0	55.7	109.2			54,794	75,943	138.6			39,420	55,788	141.5		
Richland	185.0	221.6	119.6			256,048	336,438	131.4			189,700	238,856	125.9		
Greenville	206.0	236.1	114.6	122	124	299,916	390,778	130.3	136	140	203,908	258,868	127.0	136	145
Greenville	206.0	236.1	114.6			299,916	390,778	130.3			203,908	258,868	127.0		
Potential Areas															
Spartanburg	163.0	169.9	104.2	148	156	206,532	235,652	114.1	184	195	114,923	125,568	109.3	214	244
Spartanburg	163.0	169.9	104.2			206,532	235,652	114.1			114,923	125,568	109.3		
SOUTH DAKOTA															
Standard Areas															
Sioux Falls	88.3	101.1	114.5	240	237	156,307	204,285	130.7	223	224	127,261	161,087	126.6	196	203
Minnehaha	88.3	101.1	114.5			156,307	204,285	130.7			127,261	161,087	126.6		
Potential Areas															
Rapid City	63.0	80.5	127.8	284	270	98,909	136,859	138.4	282	278	85,845	108,671	126.6	284	282
Pennington	63.0	80.5	127.8			98,909	136,859	138.4			85,845	108,671	126.6		

Monthly High-Spot Cities Sales Forecast — Two Months Ahead

In every first issue of the month SALES MANAGEMENT forecasts what the next month's retail sales will be in leading U. S. and Canadian cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.



NOW

IS THE TIME TO

BUILD and STRENGTHEN

YOUR IMAGE IN THE PITTSBURGH MARKET

MARKET PROJECTIONS FOR PITTSBURGH 1965 SHOW:

5.5%	Increase in Population
34.0%	Increase in N.E.B.I.
35.6%	Increase in Retail Sales

See this issue of Sales Management for complete details

With

The Pittsburgh Press

WHICH IS NOW and WILL BE IN 1965 . . .

FIRST in the minds of YOUR CUSTOMERS

Reprint from Sales Management, May 1959 shows current predominant leadership in Pittsburgh..

A Scripps-Howard Newspaper

Represented by the General Advertising Department Scripps-Howard Newspapers, 230 Park Avenue, N. Y. City. Offices in Chicago, Cincinnatic, Detroit, Dallas, Philadelphia, San Francisco, Los Angeles.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE — POPULATION — SM Estimates					WHAT THEY EARN — NET EFFECTIVE BUYING INCOME — SM Estimates					WHAT THEY SPEND — TOTAL RETAIL SALES — SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
TENNESSEE															
Standard Areas															
Chattanooga	299.2	358.0	119.7	82	82	419,674	554,464	132.1	102	103	298,701	384,171	128.6	98	100
Walker	44.0	49.3	112.0			58,745	70,962	120.8			22,935	34,932	152.3		
Hamilton	255.2	309.7	121.4			360,929	483,502	134.0			275,766	349,239	126.6		
Knoxville	373.5	416.3	111.5	67	70	521,010	666,674	128.0	85	88	370,995	459,132	123.8	77	85
Anderson	59.7	60.6	101.8			93,898	114,054	121.5			47,724	56,978	119.4		
Blount	64.5	73.5	113.9			70,840	88,079	124.3			46,465	53,142	114.4		
Knox	249.3	282.0	113.1			356,272	464,541	130.4			276,806	349,012	126.1		
Memphis	571.0	666.9	116.8	46	48	919,947	1,258,496	136.8	56	54	704,812	939,783	133.3	44	42
Shelby	571.0	666.9	116.8			919,947	1,258,496	136.8			704,812	939,783	133.3		
Nashville	377.2	443.4	117.6	65	66	599,682	879,592	146.7	71	66	477,017	702,577	147.3	64	57
Davidson	377.2	443.4	117.6			599,682	879,592	146.7			477,017	702,577	147.3		
Potential Areas															
Bristol-Johnson City-Kingsport	277.9	315.6	113.6	90	92	345,192	449,600	130.2	121	128	239,693	303,939	126.8	120	121
Carter	45.0	48.4	107.6			49,870	61,830	124.0			24,833	29,786	119.9		
Sullivan	110.1	134.4	122.1			154,201	214,113	138.9			113,567	151,429	133.3		
Washington	66.3	72.7	109.7			80,208	107,167	133.6			60,461	80,281	132.8		
Washington (Va.)	56.5	60.1	106.4			60,913	66,490	109.2			40,832	42,443	103.9		

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Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
TEXAS															
Standard Areas															
Amarillo	156.1	218.7	140.1	150	130	316,822	485,805	153.3	129	116	218,838	316,004	144.4	129	115
Potter	132.0	184.7	139.9			263,058	398,577	151.5			200,195	286,465	143.1		
Randall	24.1	34.0	141.1			53,764	87,228	162.2			18,643	29,539	158.4		
Austin	211.5	251.2	118.8	119	117	340,661	469,070	137.7	123	123	222,168	299,637	134.9	127	123
Travis	211.5	251.2	118.8			340,661	469,070	137.7			222,168	299,637	134.9		
Beaumont-Port Arthur	300.8	360.9	120.0	80	80	513,111	738,778	144.0	87	80	355,501	509,084	143.2	82	76
Jefferson	239.0	279.6	117.0			422,009	594,211	140.8			299,503	420,359	140.4		
Orange	61.8	81.3	131.6			91,102	144,567	158.7			55,998	88,725	158.4		
Corpus Christi	257.0	349.6	136.0	101	85	403,527	598,076	148.2	106	96	275,173	386,210	140.4	106	99
Nueces	257.0	349.6	136.0			403,527	598,076	148.2			275,173	386,210	140.4		
Dallas	1,031.9	1,308.2	126.8	20	20	1,957,135	2,848,600	145.5	22	21	1,479,071	2,094,135	141.6	20	19
Collin	43.1	47.3	109.7			53,023	67,668	127.6			36,148	45,186	125.0		
Dallas	900.0	1,161.1	129.0			1,777,806	2,619,160	147.3			1,358,803	1,944,355	143.1		
Denton	46.1	52.1	113.0			70,101	93,218	133.0			47,447	62,170	131.0		
Ellis	42.7	47.7	111.7			56,205	68,554	122.0			36,673	42,424	115.7		
El Paso	300.7	399.2	132.8	81	73	506,631	799,226	157.8	86	72	328,672	513,555	156.3	91	74
El Paso	300.7	399.2	132.8			506,631	799,226	157.8			328,672	513,555	156.3		

Their Authority Is the *Survey*

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey of Buying Power*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I.* 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
TEXAS (Cont'd)															
Fort Worth	618.0	831.6	134.6	43	32	1,093,684	1,605,495	146.8	43	39	715,707	998,616	139.5	42	38
Johnson	36.0	40.0	111.2			50,081	59,222	118.3			26,867	31,816	118.4		
Tarrant	582.0	791.6	136.0			1,043,603	1,546,273	148.2			688,840	966,800	140.4		
Galveston	131.0	142.8	109.0	174	180	225,049	285,498	126.9	171	175	140,291	174,596	124.5	186	191
Galveston	131.0	142.8	109.0			225,049	285,498	126.9			140,291	174,596	124.5		
Houston	1,220.0	1,586.7	130.1	16	16	2,301,965	3,400,677	147.7	18	17	1,508,051	2,157,920	143.1	18	18
Harris	1,220.0	1,586.7	130.1			2,301,965	3,400,677	147.7			1,508,051	2,157,920	143.1		
Laredo	70.0	81.0	115.7	275	269	66,216	90,415	136.5	298	296	55,986	75,508	134.9	298	295
Webb	70.0	81.0	115.7			66,216	90,415	136.5			55,986	75,508	134.9		
Lubbock	175.0	245.2	140.1	135	122	324,331	489,441	150.9	126	115	212,691	302,014	142.0	131	122
Lubbock	175.0	245.2	140.1			324,331	489,441	150.9			212,691	302,014	142.0		
San Angelo	76.1	92.0	120.9	262	249	128,900	177,042	137.3	248	241	96,030	127,935	133.2	246	236
Tom Green	76.1	92.0	120.9			128,900	177,042	137.3			96,030	127,935	133.2		
San Antonio	645.0	767.2	118.9	39	38	956,156	1,325,248	138.6	54	50	657,815	894,405	136.0	46	47
Bexar	645.0	767.2	118.9			956,156	1,325,248	138.6			657,815	894,405	136.0		
Waco	148.1	163.4	110.3	157	164	218,575	269,145	123.1	177	181	167,527	212,166	126.6	165	168
McLennan	148.1	163.4	110.3			218,575	269,145	123.1			167,527	212,166	126.6		
Wichita Falls	132.5	165.9	125.2	171	161	234,060	305,652	130.6	166	169	146,157	176,288	120.6	181	189
Wichita	132.5	165.9	125.2			234,060	305,652	130.6			146,157	176,288	120.6		
Potential Areas															
Abilene	86.1	106.3	123.5	241	228	147,557	208,588	141.4	228	220	105,369	144,999	137.6	228	220
Taylor	86.1	106.3	123.5			147,557	208,588	141.4			105,369	144,999	137.6		
Brownsville-Harlingen-McAllen	374.1	461.7	123.4	66	62	389,885	543,701	139.5	111	105	244,186	330,050	135.2	116	113
Cameron	170.0	219.2	128.9			192,386	290,555	151.0			127,053	188,770	148.6		
Hidalgo	204.1	242.5	118.8			197,499	253,146	128.2			117,133	141,280	120.6		

IF YOU HAVE A QUALITY PRODUCT WHICH APPEALS TO A QUALITY AUDIENCE YOU ARE INVITED TO REACH YOUR CUSTOMERS ON WBAP AM-FM-TV • FORT WORTH-DALLAS

THE 12TH U. S. MARKET

Wbap

Write WBAP Research Department for the complete market analysis

AM / FM / TV

FORT WORTH — 3900 BARNETT • DALLAS — 1900 NORTH AKARD

Services of the Fort Worth Star-Telegram — Amon Carter, *founder*

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

Metropolitan Area Projections to 1965—(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
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TEXAS (Cont'd)															
Longview	73.0	83.8	114.8	269	266	119,277	149,517	125.4	283	266	97,319	113,647	116.8	244	256
Gregg	73.0	83.8	114.8			119,277	149,517	125.4			97,319	113,647	116.8		
Midland	58.0	87.4	150.7	292	260	133,332	227,977	171.0	247	204	95,520	158,154	165.6	247	206
Midland	58.0	87.4	150.7			133,332	227,977	171.0			95,520	158,154	165.6		
Odessa	82.0	115.9	141.3	251	209	161,103	262,391	162.9	219	186	121,507	193,187	159.0	201	181
Ector	82.0	115.9	141.3			161,103	262,391	162.9			121,507	193,187	159.0		
Temple	99.1	118.8	119.9	223	205	161,813	235,472	145.5	218	197	95,235	138,888	145.8	248	225
Bell	99.1	118.8	119.9			161,813	235,472	145.5			95,235	138,838	145.8		
Texarkana	100.7	108.7	107.9	219	221	118,485	150,520	127.0	265	263	99,631	128,142	128.6	239	237
Bowie	68.0	74.1	109.0			82,294	101,464	123.3			53,140	63,221	119.0		
Miller (Ark.)	32.7	34.6	105.8			36,191	49,056	135.5			46,491	64,921	139.6		
Tyler	83.7	93.3	111.5	247	247	119,746	161,937	135.2	261	251	97,646	132,230	135.4	243	233
Smith	83.7	93.3	111.5			119,746	161,937	135.2			97,646	132,230	135.4		
UTAH															
Standard Areas															
Ogden	110.1	127.6	115.9	198	195	171,074	233,037	136.2	206	198	111,845	147,783	132.1	217	216
Weber	110.1	127.6	115.9			171,074	233,037	136.2			111,845	147,783	132.1		
Salt Lake City	371.1	435.2	117.3	68	67	614,966	900,412	146.4	69	64	476,733	695,691	145.9	65	60
Salt Lake	371.1	435.2	117.3			614,966	900,412	146.4			476,733	695,691	145.9		
Potential Areas															
Provo	106.5	124.3	116.7	206	200	134,416	176,450	131.3	246	242	79,825	99,544	124.7	279	271
Utah	106.5	124.3	116.7			134,416	176,450	131.3			79,825	99,544	124.7		

Metropolitan Area Projections to 1965—(Cont'd)

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VERMONT															
Potential Areas															
Burlington	68.5	76.3	111.4	277	280	106,008	136,806	129.1	276	279	84,996	107,074	126.0	286	285
Chittenden	68.5	76.3	111.4			106,008	136,806	129.1			84,996	107,074	126.0		
VIRGINIA															
Standard Areas															
Lynchburg	107.5	113.2	105.3	204	218	142,019	170,499	120.1	232	247	106,563	126,652	118.9	223	241
Amherst	21.0	19.1	91.0			19,772	25,504	129.0			9,314	13,116	140.8		
Campbell	86.5	94.1	108.8			122,247	144,995	118.6			97,249	113,536	116.7		
Newport News-Hampton	209.9	258.6	123.2	120	114	340,449	443,260	130.2	124	131	204,115	257,152	126.0	136	147
Newport News	190.1	231.0	121.5			314,049	399,514	127.2			190,570	234,195	122.9		
York	19.8	27.6	139.4			26,400	43,746	165.7			13,545	22,957	169.5		
Norfolk-Portsmouth	582.6	721.1	123.8	47	42	1,010,729	1,312,276	129.8	50	51	589,996	729,492	123.6	55	56
Norfolk	485.0	582.7	120.1			851,964	1,062,023	124.7			528,801	633,608	119.8		
Princess Anne	97.6	138.4	141.8			158,765	250,253	157.6			61,195	95,884	156.7		
Richmond	398.8	442.5	111.0	63	66	693,318	851,577	122.8	64	68	482,670	584,267	121.0	62	69
Chesterfield	60.3	67.0	111.1			93,081	118,410	127.2			13,818	17,689	128.0		
Henrico	338.5	375.5	110.9			600,237	733,167	122.1			468,852	566,578	120.8		
Roanoke	157.0	174.3	111.0	149	153	259,805	322,199	124.0	151	165	178,786	220,629	123.4	159	164
Roanoke	157.0	174.3	111.0			259,805	322,199	124.0			178,786	220,629	123.4		
Potential Areas															
Bristol-Johnson C.-Kingsport	277.9	315.6	113.6	90	92	345,192	449,600	130.2	121	128	239,893	303,939	126.8	120	121
Carter (Tenn.)	45.0	48.4	107.6			49,870	61,830	124.0			24,833	29,786	119.9		
Sullivan (Tenn.)	110.1	134.4	122.1			154,201	214,113	138.9			113,567	151,429	133.3		
Washington (Tenn.)	66.3	72.7	109.7			80,208	107,167	133.6			60,461	80,281	132.8		
Washington	56.5	60.1	106.4			60,913	66,490	109.2			40,832	42,443	103.9		
Danville	112.7	122.2	108.4	195	202	137,619	156,144	113.5	240	255	86,482	94,766	109.6	263	280
Pittsylvania	112.7	122.2	108.4			137,619	156,144	113.5			86,482	94,766	109.6		
Petersburg	109.7	134.6	122.7	200	189	166,153	232,190	139.7	213	199	114,385	153,719	134.4	215	210
Dinwiddie	57.4	61.6	107.3			78,065	92,151	118.0			68,285	80,070	117.3		
Prince George	52.3	73.0	139.6			88,088	140,039	159.0			46,100	73,649	159.8		

Metropolitan Area Projections to 1965–(Cont'd)

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WASHINGTON															
Standard Areas															
Seattle	1,024.2	1,210.4	118.2	21	21	2,089,245	2,923,033	139.9	19	20	1,348,543	1,877,003	139.4	22	22
King	882.1	1,032.0	117.0			1,857,023	2,594,663	139.7			1,201,746	1,678,075	139.6		
Snohomish	142.1	178.4	125.5			232,222	328,370	141.4			144,797	198,928	137.4		
Spokane	286.1	359.3	125.6	65	81	541,034	721,250	133.3	80	83	342,344	429,848	125.6	84	91
Spokane	286.1	359.3	125.6			541,034	721,250	133.3			342,344	429,848	125.6		
Tacoma	319.9	367.3	114.8	77	78	567,565	775,246	136.6	76	78	331,226	451,322	136.3	90	87
Pierce	319.9	367.3	114.8			567,565	775,246	136.6			331,226	451,322	138.3		
Potential Areas															
Bellingham	73.7	79.7	108.2	266	272	115,565	130,149	112.6	269	281	58,224	65,211	112.0	297	297
Whatcom	73.7	79.7	108.2			115,565	130,149	112.6			58,224	65,211	112.0		
Bremerton	80.1	85.6	106.9	255	263	135,609	169,729	125.2	243	248	84,133	104,216	123.9	268	270
Kitsap	80.1	85.6	106.9			135,609	169,729	125.2			84,133	104,216	123.9		
Pasco-Kennewick-Richland	97.7	134.8	138.0	224	188	194,421	262,342	134.9	187	187	101,883	133,723	131.3	235	231
Benton	73.5	100.9	137.3			145,982	193,612	132.6			68,751	88,001	128.0		
Franklin	24.2	33.9	140.0			48,439	68,730	141.9			33,132	45,722	138.0		
Yakima	151.3	169.2	111.8	152	168	218,320	276,472	126.6	178	178	170,449	210,178	123.3	163	171
Yakima	151.3	169.2	111.8			218,320	276,472	126.6			170,449	210,178	123.3		
WEST VIRGINIA															
Standard Areas															
Charleston	257.8	290.1	112.5	100	100	434,634	569,260	131.0	97	99	297,497	377,466	126.9	97	102
Kanawha	257.8	290.1	112.5			434,634	569,260	131.0			297,497	377,466	126.9		
Huntington-Ashland	262.7	288.6	109.9	97	102	379,211	487,403	128.5	116	117	261,414	329,318	126.0	110	114
Boyd (Ky.)	54.0	58.3	108.0			73,908	96,209	130.2			58,577	74,997	128.0		
Lawrence (Ohio)	53.9	57.3	106.3			72,041	88,469	122.8			41,379	51,309	124.0		
Cabell	113.8	127.2	111.8			188,575	245,118	130.0			147,328	185,441	125.9		
Wayne	41.0	45.8	111.7			44,687	57,607	128.9			14,130	17,571	124.4		
Steubenville-Weirton	165.3	171.5	103.8	144	155	286,499	358,793	125.2	140	151	171,930	219,262	127.5	161	166
Jefferson (Ohio)	102.1	103.1	101.0			179,124	223,884	125.0			125,348	162,612	129.7		
Brooke	24.7	24.8	100.4			41,237	46,921	113.8			17,513	19,033	108.7		
Hancock	38.5	43.6	113.2			66,138	87,988	133.0			29,069	37,617	129.4		
Wheeling	194.8	200.0	102.7	125	136	312,480	396,042	126.7	131	137	219,161	278,401	127.0	128	136
Belmont (Ohio)	87.8	86.5	98.5			127,587	161,611	126.7			81,287	108,417	133.4		
Marshall	31.7	30.5	96.2			44,847	57,167	127.5			23,496	30,643	130.4		
Ohio	75.3	83.0	110.2			140,046	177,264	126.6			114,378	139,341	121.8		
Potential Areas															
Clarksburg	77.8	77.8	100.0	239	278	122,318	153,283	125.3	257	260	86,639	108,614	125.4	262	263
Harrison	77.8	77.8	100.0			122,318	153,283	125.3			86,639	108,614	125.4		
Parkersburg	84.1	100.8	119.9	246	244	126,348	186,901	148.0	254	233	86,868	127,783	147.1	260	239
Wood	84.1	100.8	119.9			126,348	186,901	148.0			86,868	127,783	147.1		

Monthly High-Spot Cities Sales Forecast — Two Months Ahead

In every first issue of the month SALES MANAGEMENT forecasts what the next month's retail sales will be in leading U. S. and Canadian cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

Metropolitan Area Projections to 1965–(Cont'd)

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

STATE / AREA / COUNTY	HOW MANY PEOPLE POPULATION SM Estimates					WHAT THEY EARN NET EFFECTIVE BUYING INCOME SM Estimates					WHAT THEY SPEND TOTAL RETAIL SALES SM Estimates				
	Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
WISCONSIN															
Standard Areas															
Green Bay	118.2	130.4	110.3	186	191	190,992	248,331	130.0	189	192	153,121	197,003	128.7	176	180
Brown	118.2	130.4	110.3			190,992	248,331	130.0			153,121	197,003	128.7		
Kenosha	100.5	112.5	111.9	221	217	185,656	229,518	123.6	195	201	96,881	115,018	118.7	245	254
Kenosha	100.5	112.5	111.9			185,566	229,518	123.6			96,881	115,018	118.7		
Madison	214.1	255.0	119.1	118	115	417,677	555,023	132.9	103	102	269,151	344,877	128.1	107	108
Dane	214.1	255.0	119.1			417,677	555,023	132.9			269,151	344,877	128.1		
Milwaukee	1,177.0	1,396.3	118.6	17	17	2,333,314	3,271,427	140.2	17	18	1,556,751	2,164,189	139.0	17	17
Milwaukee	1,041.0	1,201.1	115.4			2,096,201	2,909,156	138.8			1,430,367	1,982,417	138.6		
Waukesha	136.0	196.2	143.5			237,113	362,271	152.8			126,384	181,772	143.8		
Racine	132.1	145.8	110.4	173	176	258,277	344,275	133.3	153	154	159,042	212,107	133.4	170	169
Racine	132.1	145.8	110.4			258,277	344,275	133.3			159,042	212,107	133.4		
Potential Areas															
Appleton	94.4	103.5	109.6	228	234	151,465	204,261	134.9	225	225	120,715	164,149	136.0	203	201
Outagamie	94.4	103.5	109.6			151,465	204,261	134.9			120,715	164,149	136.0		
Beloit-Janesville	117.1	132.7	113.3	187	190	216,599	274,490	126.7	179	179	136,299	166,806	122.4	189	197
Rock	117.1	132.7	113.3			216,599	274,490	126.7			136,299	166,806	122.4		
Eau Claire	107.7	115.5	107.2	203	210	162,794	208,140	127.9	216	222	123,338	157,113	127.4	198	208
Chippewa	46.7	49.6	106.2			59,126	76,415	129.2			54,919	71,233	129.7		
Eau Claire	61.0	65.9	108.0			103,668	131,725	127.1			68,419	85,880	125.5		
Fond Du Lac	74.1	78.2	105.5	265	277	120,107	148,363	123.5	260	268	86,647	105,587	121.9	261	268
Fond Du Lac	74.1	78.2	105.5			120,107	148,363	123.5			86,647	105,587	121.9		
La Crosse	73.5	79.9	108.7	267	271	121,979	158,098	129.6	258	253	100,646	130,016	129.2	237	235
La Crosse	73.5	79.9	108.7			121,979	158,098	129.6			100,646	130,016	129.2		
Manitowoc-Two Rivers	73.1	75.5	103.3	268	281	117,707	139,356	118.4	266	276	77,584	89,674	115.6	282	288
Manitowoc	73.1	75.5	103.3			117,707	139,356	118.4			77,584	89,674	115.6		
Oshkosh	104.2	114.9	110.3	211	212	174,089	218,753	125.7	204	215	121,157	148,275	122.4	202	215
Winnebago	104.2	114.9	110.3			174,089	218,753	125.7			121,157	148,275	122.4		
Sheboygan	93.1	99.5	106.9	229	244	159,574	197,296	123.6	221	228	98,757	119,828	121.3	242	252
Sheboygan	93.1	99.5	106.9			159,574	197,296	123.6			98,757	119,828	121.3		
Wausau	90.1	93.7	104.0	234	245	127,160	151,797	119.4	251	263	81,356	94,885	116.6	276	278
Marathon	90.1	93.7	104.0			127,160	151,797	119.4			81,356	94,885	116.6		
WYOMING															
Potential Areas															
Casper	46.4	63.2	136.2	298	293	98,012	154,590	157.7	284	258	83,711	125,898	150.4	270	243
Natrona	46.4	63.2	136.2			98,012	154,590	157.7			83,711	125,898	150.4		
Cheyenne	60.0	72.7	121.2	290	285	108,506	146,894	135.4	275	269	71,940	91,153	126.7	290	287
Laramie	60.0	72.7	121.2			108,506	146,894	135.4			71,940	91,153	126.7		

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BOIL DOWN all the figures in market comparisons, and two big facts bring Milwaukee to the top of your list.

Retail store sales per family in Milwaukee are second* highest among the nation's 20 largest metropolitan areas. And in none of these billion dollar retail markets can you get the economical one-paper coverage of 9 out of 10 homes provided by The Journal in the Milwaukee metropolitan area.

*Excluding mail order sales

State and Section Projections to 1965

SM Projections of Population, Income, Sales, with Current & 1965 Rankings

SECTIONS AND STATES	HOW MANY PEOPLE — POPULATION (SM Estimates): Jan. 1, 1959 (thous.)	July 1, 1965 (thous.)	Index of Growth 1959-1965	Rank in USA 1959	Rank in USA 1965	WHAT THEY EARN — NET EFFECTIVE BUYING INCOME (SM Estimates): Net E. B. I. 1958 ($000)	Net E. B. I. 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965	WHAT THEY SPEND — TOTAL RETAIL SALES (SM Estimates): Retail Sales 1958 ($000)	Retail Sales 1965 ($000)	Index of Growth 1958-1965	Rank in USA 1958	Rank in USA 1965
NEW ENGLAND															
Connecticut	2,389.4	2,638.4	110.4	25	25	5,568,987	7,464,682	134.0	15	15	3,265,123	4,324,430	132.4	21	20
Maine	914.6	970.3	106.1	36	38	1,465,594	1,759,363	120.0	38	39	1,068,848	1,267,940	118.6	37	38
Massachusetts	5,008.3	5 355.8	106.9	9	10	10,035,441	12,587,652	125.4	9	9	6,383,106	7,911,649	123.8	9	10
New Hampshire	568.0	620.9	109.3	46	46	962,917	1,189,461	123.5	45	45	676,758	824,106	121.8	45	46
Rhode Island	842.8	892.5	105.9	39	40	1,496,666	1,680,789	112.3	37	40	967,228	1,073,466	111.0	38	40
Vermont	375.6	388.3	103.4	48	48	570,820	697,307	122.2	49	50	438,420	529,212	120.7	50	50
	10,098.7	10,866.2	107.5			20,160,426	25,379,254	126.3			12,799,480	15,930,803	124.5		
MIDDLE ATLANTIC															
New Jersey	5,796.7	6,451.1	111.3	8	8	12,431,110	16,155,641	130.0	8	8	7,299,450	9,514,162	130.3	8	8
New York	16,676.5	18,430.2	110.5	1	2	35,570,126	48,114,520	135.3	1	1	21,116,580	28,629,785	135.6	1	1
Pennsylvania	11,295.3	11,961.7	105.9	3	3	20,357,085	26,364,161	129.5	4	4	12,399,271	16,089,630	130.0	4	4
	33,668.5	36,843.0	109.4			68,358,321	90,634,322	132.6			40,815,301	54,233,577	132.9		
EAST NORTH CENTRAL															
Illinois	9,841.8	10,640.5	108.1	4	6	20,643,390	26,972,083	130.7	3	3	12,567,455	16,449,804	130.9	3	3
Indiana	4,592.4	5 218.7	113.6	10	11	8,169,936	11,024,368	134.9	10	10	5,142,869	6,857,683	133.3	11	11
Michigan	7,892.9	9,113.3	115.5	7	7	14,287,180	20,897,673	146.3	7	7	9,031,886	12,663,098	140.2	7	7
Ohio	9,518.8	10,861.5	114.1	6	5	18,006,657	22,562,051	125.3	5	5	11,043,447	13,693,393	124.0	5	6
Wisconsin	3,902.7	4,289.8	109.9	15	15	6,592,296	8,607,841	130.6	13	13	4,598,335	5,935,451	129.1	13	13
	35,748.6	40,123.8	112.2			67,699,450	90,064,016	133.0			42,383,987	55,594,429	131.2		
WEST NORTH CENTRAL															
Iowa	2,747.3	2,851.5	103.8	24	24	4,696,007	5,494,437	117.0	21	23	3,464,099	4,006,439	115.6	18	22
Kansas	2,153.6	2 276.7	105.7	28	27	3,619,539	4,552,214	125.8	26	26	2,427,264	3,016,437	124.3	26	26
Minnesota	3 352.8	3 601.1	107.4	18	18	5,496,743	7,049,936	128.3	18	18	3,972,280	5,034,478	126.7	14	14
Missouri	4,310.5	4,564.2	105.9	13	13	7,387,247	9,592,565	129.9	11	12	5,072,544	6,509,463	128.3	12	12
Nebraska	1,433.4	1,502.2	104.8	34	35	2,419,767	2,992,227	123.7	32	32	1,823,420	2,212,420	121.3	30	30
North Dakota	640.6	659.0	102.9	45	45	868,491	1,024,689	118.0	47	47	781,922	911,593	116.6	44	44
South Dakota	697.5	726.5	104.2	41	42	1,036,375	1,229,931	118.7	42	44	806,406	944,468	117.3	43	43
	15,335.7	16,181.2	105.5			25,524,169	31,936,018	125.1			18,346,937	22,634,298	123.4		
SOUTH ATLANTIC															
Delaware	441.0	504.3	114.4	47	47	955,500	1,353,544	141.7	46	43	613,589	858,992	140.0	46	45
District of Columbia	824.8	908.1	110.1	40	39	1,808,340	2,347,030	129.8	35	34	1,332,143	1,623,949	121.9	36	36
Florida	4,439.9	5,540.8	124.8	12	9	6,907,590	9,637,142	139.5	12	11	6,276,133	8,960,142	142.8	10	9
Georgia	3 837.9	4,005.8	104.4	16	16	5,048,116	6,434,030	127.5	20	20	3,628,353	4,570,248	126.0	17	17
Maryland	3,043.9	3,466.4	113.9	21	19	5,527,471	7,587,336	137.3	16	14	3,285,451	4,521,848	137.6	20	18
North Carolina	4,536.7	4,891.2	107.8	11	12	5,499,581	7,013,175	127.5	17	19	3,932,132	4,968,889	126.4	15	15
South Carolina	2,376.5	2,569.9	108.1	26	26	2,648,585	3,322,248	125.4	31	31	1,742,722	2,160,232	124.0	31	31
Virginia	3,931.2	4,317.5	109.8	14	14	5,787,425	7,377,616	127.5	14	16	3,678,197	4,633,340	126.0	16	16
West Virginia	1,983.7	2,075.2	105.7	30	31	2,710,731	3,444,248	127.1	30	30	1,664,402	2,089,653	125.5	32	32
	25,395.6	28 279.2	111.4			36,893,339	48,516,455	131.5			26,153,122	34,387,293	131.5		
EAST SOUTH CENTRAL															
Alabama	3,184.5	3,336.3	104.8	19	21	3,877,760	4,922,123	126.9	24	24	2,654,946	3,330,337	125.4	24	24
Kentucky	3,030.8	3,128.0	103.2	22	23	3,727,076	4,758,054	127.7	25	25	2,426,343	3,060,827	126.1	27	25
Mississippi	2,138.6	2,141.3	100.1	29	30	2,014,124	2,215,074	110.0	33	35	1,468,749	1,673,696	114.0	34	34
Tennessee	3,471.2	3,830.3	115.1	17	17	4,376,176	5,765,231	131.7	22	22	3,099,397	4,025,316	129.9	22	21
	11,825.1	12,436.9	105.2			13,995,136	17,660,482	126.2			9,649,435	12,090,176	125.3		
WEST SOUTH CENTRAL															
Arkansas	1,755.5	1,633.3	93.0	32	33	7,938,016	2,090,614	107.9	34	36	1,489,866	1,637,319	109.9	33	35
Louisiana	3,132.6	3,400.7	108.6	20	20	4,345,556	5,947,036	120.0	23	21	2,824,704	3,824,300	135.4	23	23
Oklahoma	2,276.0	2 224.5	97.7	27	28	3,430,306	3,855,141	112.4	27	29	2,438,727	2,800,127	114.8	25	29
Texas	9,534.4	10,973.1	114.8	5	4	15,181,167	21,001,327	138.3	6	6	10,739,030	14,680,703	136.7	6	5
	16,698.5	18,231.6	109.2			24,895,044	32,894,118	132.1			17,492,327	22,942,449	131.2		
MOUNTAIN															
Arizona	1,162.2	1,513.4	130.5	35	34	1,879,343	2,665,951	141.9	36	33	1,379,385	1,933,779	140.2	35	33
Colorado	1,699.0	1,931.5	113.7	33	32	2,988,932	4,099,993	137.2	28	28	2,220,759	3,010,418	135.6	28	27
Idaho	641.2	698.1	108.9	44	44	1,001,492	1,189,222	118.7	44	46	815,465	956,793	117.3	42	42
Montana	676.6	718.7	106.2	42	43	1,145,882	1,394,186	121.7	41	41	877,452	1,054,927	120.2	41	41
Nevada	276.7	349.2	126.2	50	50	551,293	820,043	148.7	50	48	446,095	655,774	147.0	49	48
New Mexico	900.8	1,033.7	114.8	37	36	1,331,528	1,926,332	144.7	39	37	955,196	1,365,675	143.0	39	37
Utah	876.9	1,012.7	115.5	38	37	1,293,333	1,803,503	139.4	40	38	903,135	1,244,446	137.8	40	39
Wyoming	331.8	369.0	111.2	49	49	571,114	779 310	136.5	48	49	446,396	601,931	134.8	48	49
	6,565.2	7,626.3	116.2			10,762,917	14,678,540	136.4			8,043,883	10,823,743	134.6		
PACIFIC															
California	14,892.8	18,629.7	125.1	2	1	31,169,665	45,055,820	144.6	2	2	19,684,257	28,115,436	142.8	2	2
Oregon	17,811.0	2 213.8	124.3	31	29	2,973,218	4,182,283	140.7	29	27	2,148,589	2,926,663	136.2	29	28
Washington	2,804.4	3,308.1	118.0	23	22	5,196,035	7,073,864	136.1	19	17	3,288,526	4,446,756	135.2	19	19
	19,478.3	24,151.6	124.0			39,338,916	56,288,788	143.1			25,121,372	3,548,855	141.3		
Alaska	215.7	269.6	125.0	51	51	483,319	666,980	138.0	51	51	211,991	307,387	145.0	51	51
Hawaii	642.8	765.5	119.1	43	41	1,025,046	1,383,812	135.0	43	42	531,263	754,925	142.1	47	47
U. S. Less A & H	174,914.2	194,738.2	111.3			307,567,731	406,668,191	132.7			200,805,846	263,102,867	131.0		
U. S. Plus A. & H.	175,772.7	195,773.3	111.4			309,076,096	408,718,983	132.7			201,549,100	264,165,179	131.1		

15% of all U. S. retail sales are made in these 187 Mighty Middle Markets saturated by *Family Weekly*

To advertisers, the uniqueness of FAMILY WEEKLY's editorial pattern, coverage, and markets is so important in so many ways.

FAMILY WEEKLY is the only national colorgravure magazine written and edited expressly for consumers in America's Mighty Middle Markets. They spend more for home consumption.

The 187 markets selected for coverage by FAMILY WEEKLY account for 15% of all U.S. retail sales. More than 27.6 million consumers who live and buy in the giant FAMILY WEEKLY market spend a whopping $29.7 billion with their local merchants for products and services. ONE dollar out of every $6.65 spent at retail in the entire U. S. is spent in a market saturated by FAMILY WEEKLY.

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The unduplicated combination of saturation coverage and high readership in 187 selected markets that do 15% of all U. S. retail sales accounts for its dramatic success in producing low-cost results for its advertisers. It adds importantly to any national coverage picture. Your FAMILY WEEKLY representative can show you why FAMILY WEEKLY belongs high on your list of media. Call him soon.

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Marketing on the Move

Rankings of 703 Cities in 9 Categories

The tables that follow show totals and rankings, for all cities of 25,000 population or more, for people, for dollars, for total retail sales and for 5 major store types.

Just as in the case of the projections to 1965 for all standard and potential metropolitan areas, this feature came about as the direct demand of subscribers. In a May questionnaire to readers, the suggestion was advanced that such a ranking could be developed from the data published in the May 10 Survey of Buying Power. Did subscribers want it, and in what detail?

Yes, they did, and in as much detail as a 7-inch page width would accommodate.

The most frequently expressed need was a comparison with a company's own sales figures. Are we doing as well in city X as we *should* do, based upon the city's ranking in various categories? L. N. Rieman, Assoc. S.M., Hart, Schaffner & Marx, puts it this way, "Could be very helpful in establishment of sales quotas within our established sales territories. We are aware of the rapid growth of some cities and the somewhat slower growth of others and it would be very helpful to have specific facts on each of them."

Wm. J. O'Rourke, United Men's Division, Brown Shoe Co., writes: "Would enable us to compare towns of comparable size and look into why we are doing a comparatively excellent job in one and a comparatively poor job in another." . . . In somewhat similar words, T. F. Costello, G.S.M., Seabrook Farms, says: "Valuable to us as a comparison to our own set of values that we must establish." . . . Forrest Berg, Market Analyst, National Presto Industries, writes: "Of great value not only in supplementing other less complete data, but to verify the statistics of our own company." . . . Wm. H. Maynard, SM, Kent-Coffey Manufacturing Co. wants to determine, "just what cities we are doing a good job in and those we are not."

The value of these rankings for test market operations was stressed by many readers, especially executives of advertising agencies. Ted Springer, Marketing Services division of Knox Reeves, writes: "One of our chief uses is in choosing test markets"; and Earl Lowry, Research Director, Allen & Reynolds, puts it: "City ranking figures are important to us not only in media planning, but also in the selection of test markets and new markets for clients."

Edwin A. Kirschner, Director of Media Service, Ted Bates & Co., doesn't want to overlook any important segments that might be reached with the advertising dollars at hand, and "in our media efforts to reach everybody or to reach various segments of the population, we are regularly concerned with the location and description of 'the next most important group to cover.'"

L. L. Druckenmiller, Manager Research Department, Brooke, Smith, French & Dorrance, Inc. says the city rankings would be "one of the most comprehensive and usable means available for allocating local advertising funds." . . . Carl Georgi, Jr., V. P. and Media Director, Campbell-Ewald Co., believes the city ranking data "would be helpful to us in media, particularly in relation to studies and/or selection of newspapers and other local media."

The Gold Seal Co. executives think the city rankings "are important in our planning, buying, and advertising program," and Elgin National Watch: "I have already had numerous requests for such a ranking from different members of the marketing staff." . . . "A great help as a reference source in setting up marketing programs"—Ellington & Co., and "city ranking figures are important in much of the work we do for clients"—J. M. Mathes, Inc.

The basic figures in the following tables come from the May 10 Survey of Buying Power. They are translated into rankings to show where a given city ranks in relation (1) to all U.S.A. cities, (2) in its population group, and (3) to cities within the state of which it is a part.

The population groupings are as follows:

25,000 to 49,999
50,000 to 99,999
100,000 to 249,999
250,000 to 499,999
500,000 and over

An easy basis of comparison is to check the household ranking against the others. If the other (or *any* of the other) rankings are higher, then the city is above average.

Households Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK		
		Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA				
Anniston	35.2	556	221	9
Bessemer	32.4	548	213	8
Birmingham	306.5	38	12	1
Dothan	29.7	579	244	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	252	110	6
Gadsden	70.2	225	83	4
Huntsville	66.2	244	102	5
Mobile-Prichard	219.7	63	11	2
Montgomery	130.5	105	53	3
Phenix City	27.3	662	347	12
Selma	28.4	609	274	11
Tuscaloosa-Northport	66.5	308	165	7
ALASKA				
Anchorage	33.4	501	166	1
ARIZONA				
Mesa	31.0	579	244	3
Phoenix	241.3	51	1	1
Tucson	110.0	120	68	2
ARKANSAS				
El Dorado	26.0	622	287	5
Fort Smith	62.1	273	131	2
Hot Springs	33.2	456	121	4
Little Rock-North Little Rock	192.3	64	12	1
Pine Bluff	46.3	351	21	3
CALIFORNIA				
Alameda	70.9	190	48	20
Alhambra	56.8	227	85	27


HOUSTON, TEX.


BUFFALO, N. Y.


MINNEAPOLIS, MINN.


SAN FRANCISCO, CALIF.


KANSAS CITY, MO.


SEATTLE, WASH.


NEW ORLEANS, LA.


DENVER, COLO.


SAN FERNANDO VALLEY, CALIF.

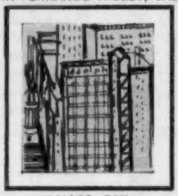

MIAMI, FLA.


NASSAU CO., LONG ISLAND


ATLANTA, GA.


INDIANAPOLIS, IND.


OAKLAND, CALIF.


DALLAS, TEX.


LOUISVILLE, KY.


BIRMINGHAM, ALA.

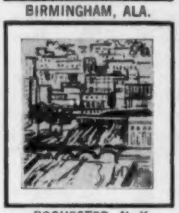

JERSEY CITY, N. J.


MEMPHIS, TENN.


SAN DIEGO, CALIF.


PROVIDENCE, R. I.

*


ROCHESTER, N. Y.


COLUMBUS, OHIO

Now the Long Beach City Zone Joins the Over Half Million Population Group

Make room for another city . . . Long Beach, California . . . in the over half million population class. With 508,369 people, it exceeds Rochester, N. Y. and Columbus, Ohio in population.

No other major city zone in the nation has grown so fast. Long Beach has added 222,867 people since 1950 . . . *an increase of 78%.*


LONG BEACH, CALIF.

The only way you can get your full share of this great new sales opportunity . . . an important part of the Los Angeles-Long Beach Metropolitan Area . . . is by advertising in the Independent, Press-Telegram. These newspapers cover nearly 7 out of 10 families in the Long Beach City Zone. No "outside" newspaper covers even 1 out of 10.

Sources: Audit Bureau of Circulations.
Standard Rates & Data Service

**** MAKE ROOM FOR US***

MORNING — EVENING

Independent | **Press-Telegram**

SUNDAY

LONG BEACH, CALIFORNIA • REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.

Households Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Altadena Township	53.2	331	182	39
Anaheim	79.1	174	32	18
Arcadia	40.3	371	37	42
Bakersfield	54.1	276	134	34
Belvedere Township	46.3	450	115	53
Berkeley	120.9	104	52	11
Beverly Hills	31.1	445	110	51
Burbank	93.5	143	4	13
Chula Vista	37.6	421	86	47
Compton	72.8	190	56	22
Concord	29.1	571	236	65
Costa Mesa	27.6	628	293	71
Culver City	35.1	445	110	52
Daly City	35.1	469	134	56
East Bakersfield	60.6	283	141	35
El Cajon	29.2	556	221	64
Eureka	30.1	519	184	61
Fremont	27.4	672	337	73
Fresno	123.7	102	50	10
Fullerton	53.0	291	149	37
Gardenia	32.4	509	174	58
Garden Grove	66.6	195	53	21
Glendale	115.8	97	45	9
Hawthorne	32.3	509	174	59
Hayward	61.0	251	109	31
Huntington Park	29.6	428	93	48
Inglewood	62.8	209	67	25
Lakewood	61.6	268	126	33
La Mesa	25.4	597	262	60
Long Beach-Lakewood	383.9	32	6	5
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	519	184	62
Manhattan Beach	34.5	453	118	54
Menlo Park	27.1	695	359	74
Modesto	35.2	404	69	44
Monrovia	26.0	568	253	67
Montebello	31.1	548	213	63
Monterey Park	33.9	456	121	55
Mountain View	26.5	579	244	66
National City	33.5	491	156	57
Oakland	416.1	30	4	4
Oildale	25.0	644	309	72
Ontario-Upland	59.6	241	99	30
Oxnard	34.8	514	179	60
Palo Alto	49.2	296	1	38
Pasadena	123.0	93	41	8
Pomona	63.1	222	80	26
Redlands	26.7	588	253	68
Redondo Beach	46.7	330	10	40
Redwood City	45.6	346	16	41
Richmond	74.4	204	62	23
Riverside	82.3	163	21	16
Sacramento	171.2	71	19	6
San Bernardino	91.3	147	7	14
San Diego	522.6	23	23	3
San Francisco	801.5	9	9	2
San Jose	160.7	77	25	7
San Leandro	63.7	231	89	28
San Mateo	69.0	207	65	24
Santa Ana	75.3	172	30	17
Santa Barbara	57.3	237	95	29
Santa Clara	44.2	415	80	46
Santa Monica	84.5	137	1	12
Santa Rosa	33.7	408	73	45
South Gate	55.3	264	122	32
South San Francisco	39.2	440	105	50
Stockton	86.3	174	32	19
Sunnyvale	42.1	397	62	43
Torrance	99.0	157	15	15
Vallejo	64.0	287	145	36
Ventura	25.9	597	262	70
Whittier	33.7	428	93	49
COLORADO				
Aurora	37.3	478	143	4
Boulder	34.5	514	179	6
Colorado Springs	73.9	168	26	3
Denver	527.5	24	24	1
Englewood	34.0	482	147	5
Grand Junction	25.3	655	320	7
Pueblo	90.5	153	11	2
CONNECTICUT				
Bridgeport	170.7	81	29	2
Bristol	45.6	383	49	12
East Hartford	39.1	478	143	15
Greenwich	51.5	316	171	10
Hartford	188.7	70	18	1
Manchester	40.6	417	82	14
Meriden-Wallingford	67.5	214	72	7
Middletown	37.2	532	197	17
New Britain	86.8	178	36	6
New Haven	167.0	84	32	3
New London	31.3	556	221	19
Norwalk	62.8	249	107	8
Norwich	40.8	389	55	13
Stamford	89.0	173	31	5
Stratford	44.9	380	46	11
Torrington	30.4	556	221	18
Waterbury	113.7	130	78	4
West Hartford	57.9	298	155	9
West Haven	37.8	491	156	16
DELAWARE				
Wilmington	115.1	126	74	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	11	11	1
FLORIDA				
Clearwater	41.3	343	13	13
Coral Gables	34.4	460	125	18
Daytona Beach	44.7	311	2	11
Fort Lauderdale	91.8	139	3	5
Fort Pierce	25.3	672	337	22
Gainesville	32.9	597	262	21
Hialeah	56.3	283	141	9
Hollywood	37.6	392	58	16
Jacksonville	236.3	58	6	3
Key West	51.1	340	188	12
Lakeland	43.8	343	13	14
Miami	300.3	42	16	1
Miami Beach	54.9	234	92	8
North Miami	28.4	588	253	20
Orlando	89.3	150	10	6
Panama City	33.9	526	191	19
Pensacola	53.2	309	166	10
St. Petersburg	173.2	60	8	4
Sarasota	38.7	389	55	15
Tallahassee	45.9	400	65	17
Tampa	264.5	50	24	2
West Palm Beach	62.2	218	76	7
GEORGIA				
Albany	47.1	361	29	6
Athens	37.0	519	184	10
Atlanta	510.0	26	26	1
Augusta	101.2	150	89	4
Brunswick	26.5	672	337	14
Columbus	129.6	114	62	3
Decatur	26.9	622	287	12
East Point	35.3	489	154	9
La Grange	27.8	668	333	13
Macon	87.1	168	26	5
Marietta	44.3	400	65	7
Rome	38.4	428	93	8
Savannah	139.8	100	48	2
Valdosta	33.7	519	184	11
HAWAII				
Hilo	28.4	697	361	2
Honolulu	326.3	49	23	1
IDAHO				
Boise	34.2	450	115	1
Idaho Falls	28.6	571	236	2
Pocatello	26.8	662	327	3
ILLINOIS				
Alton-Woods River-East Alton	57.0	265	123	14
Aurora	58.2	265	123	13
Belleville	39.5	392	58	22
Berwyn	53.0	291	149	15
Bloomington-Normal	47.6	343	13	19
Carbondale-Herrin-Murphysboro	33.1	482	147	26
Champaign-Urbana	78.6	222	80	10
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	571	236	29
Cicero	68.3	204	62	9
Danville	41.4	368	34	20
Decatur	77.1	181	39	7
Des Plaines	32.0	541	206	27
East St. Louis	89.5	165	23	6
Elgin	48.7	371	37	21
Elmhurst	37.8	462	127	25
Evanston	75.8	202	60	8
Freeport	25.7	617	282	36
Galesburg	35.7	428	93	23
Granite City	38.2	445	110	24
Harvey	25.5	672	337	37
Joliet	61.3	263	121	12
Kankakee	28.6	571	236	30
La Salle-Peru-Oglesby	26.9	604	269	31
Maywood	29.4	609	274	34
Moline-East Moline-Rock Island	109.6	129	77	4
Oak Park	60.3	237	95	11
Park Forest	29.9	609	274	35
Park Ridge	30.4	562	227	28
Pekin	26.6	604	269	32
Peoria	119.8	112	60	3
Quincy	45.3	331	8	18
Rockford	120.1	107	55	2
Skokie	54.8	306	163	16
Springfield	89.2	148	8	5
Sterling-Rock Falls	27.4	604	269	33
Waukegan	52.4	318	171	17
Wilmette	25.5	696	360	38
INDIANA				
Anderson	51.0	287	145	9
Bloomington	40.7	501	166	16
Elkhart	39.3	397	62	13
Evansville	139.6	92	40	6
Fort Wayne	152.5	87	35	5
Gary	176.6	79	27	3
Hammond-East Chicago	169.4	85	33	4
Indianapolis	463.2	27	1	1
Kokomo	46.6	346	16	11
Lafayette-West Lafayette	53.2	321	175	10
Marion	35.7	421	86	15
Michigan City	32.4	562	227	17
Muncie	65.3	216	74	8
New Albany	38.1	408	73	14
Richmond	45.0	346	16	12
South Bend-Mishawaka	167.7	78	24	2
Terre Haute	73.2	180	38	7
IOWA				
Ames	29.6	644	309	14
Burlington	36.0	417	82	9
Cedar Rapids	86.2	169	17	4
Clinton	35.1	465	130	10
Council Bluffs	52.5	305	162	7

See bold-face text page 160 for population groups.

Households Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Davenport	91.5	156	14	3
Des Moines	212.2	56	4	1
Dubuque	59.6	301	158	6
Fort Dodge	27.7	597	262	13
Iowa City	34.3	579	244	12
Mason City	35.1	469	134	11
Ottumwa	38.1	406	73	8
Sioux City	95.9	144	5	2
Waterloo	80.8	176	34	5
KANSAS				
Hutchinson	37.5	408	73	4
Kansas City	131.2	101	49	2
Salina	36.2	421	86	5
Topeka	112.8	109	57	3
Wichita	253.1	48	22	1
KENTUCKY				
Ashland	34.5	501	166	7
Bowling Green	30.1	526	191	8
Covington	70.1	199	57	2
Frankfort	25.3	634	299	9
Lexington	64.9	244	102	3
Louisville	417.1	35	9	1
Newport	33.2	489	154	6
Owensboro	50.4	328	180	5
Paducah	47.6	316	4	4
LOUISIANA				
Alexandria-Pineville	55.4	295	153	5
Baton Rouge	166.1	86	34	3
Bossier City	26.0	662	327	8
Lafayette	49.9	371	37	7
Lake Charles	70.7	321	175	6
Monroe-West Monroe	66.8	227	85	4
New Iberia	26.5	670	335	9
New Orleans	680.1	18	18	1
Shreveport	187.9	69	17	2
MAINE				
Bangor	38.5	469	134	3
Lewiston-Auburn	70.1	220	78	2
Portland	81.0	178	36	1
South Portland	28.9	655	320	4
MARYLAND				
Annapolis	29.3	702	366	5
Baltimore	985.2	6	6	1
Bethesda	78.1	202	60	2
Cumberland	38.7	421	86	4
Hagerstown	39.8	404	69	3
MASSACHUSETTS				
Arlington	49.3	371	37	23
Attleboro	25.6	655	320	41
Belmont	29.6	617	282	35
Beverly	33.2	509	174	30
Boston	748.2	15	15	1
Braintree	30.0	634	299	39
Brockton	62.8	242	100	13
Brookline	64.6	256	114	14
Cambridge	123.1	122	70	4
Chelsea	35.4	526	191	31
Chicopee	56.2	331	162	19
Everett	44.5	404	69	25
Fall River	107.0	135	83	6
Fitchburg	43.7	387	53	24
Framingham	34.1	546	211	32
Gloucester	28.6	628	293	37
Haverhill	46.0	346	16	21
Holyoke	54.2	298	156	18
Lawrence	72.9	199	57	12
Leominster	25.2	672	337	42
Lowell	94.5	162	20	8
Lynn	99.0	144	5	7
Malden	60.1	273	131	18
Marlborough-Hudson	28.4	628	293	38
Medford	67.4	259	117	15
Melrose	30.1	597	262	33
Methuen	26.9	644	309	40
Natick	28.7	617	282	36
New Bedford	107.5	126	74	5
Newton	90.1	182	40	11
Northampton	31.1	680	345	43
Peabody	29.2	609	274	34
Pittsfield	56.9	287	145	17
Quincy	85.7	176	34	10
Revere	41.3	440	105	27
Salem	41.6	417	82	26
Somerville	94.9	166	24	9
Springfield	168.6	83	31	3
Taunton	42.1	445	110	28
Waltham	53.7	361	191	22
Watertown	39.9	478	143	29
Weymouth	49.2	340	11	20
Woburn	28.1	682	347	44
Worcester	209.3	67	15	2
MICHIGAN				
Adrian	25.8	655	320	30
Allen Park	37.1	548	213	26
Ann Arbor	51.5	392	193	18
Battle Creek	53.5	287	145	13
Bay City	57.6	279	137	12
Benton Harbor-St. Joseph	35.7	453	118	22
Birmingham	25.4	644	309	29
Dearborn	125.0	116	64	5
Detroit	1,951.8	5	5	1
East Detroit	44.3	445	110	21
East Lansing	28.7	703	367	34
Ferndale	33.1	541	206	25
Flint	199.1	65	13	2
Garden City	33.8	548	213	27
Grand Rapids	190.9	66	14	3
Hamtramck	39.4	465	130	23
Hazel Park	26.1	689	354	33
Highland Park	44.2	359	27	16
Inkster	35.9	609	274	28
Jackson	54.5	278	134	11
Kalamazoo	80.9	184	42	7
Lansing	126.6	103	51	4
Lincoln Park	51.1	351	189	15
Livonia	50.7	364	192	17
Midland	25.9	680	345	32
Monroe	25.8	672	337	31
Muskegon	51.1	308	163	14
Pontiac	85.3	185	43	8
Port Huron	38.2	440	105	20
Roseville	38.5	498	163	24
Royal Oak	74.8	209	67	9
Saginaw	103.8	142	87	6
St. Clair Shore	72.3	234	92	10
Wyandotte	42.5	417	82	19
MINNESOTA				
Austin	27.4	634	299	8
Duluth	110.2	124	72	3
Mankato-North Mankato	28.8	662	327	10
Minneapolis	557.1	21	21	1
Richfield	45.9	421	86	5
Rochester	36.0	494	159	6
St. Cloud	31.5	634	299	9
St. Louis Park	47.2	368	34	4
St. Paul	342.8	40	14	2
Winona	27.5	628	293	7
MISSISSIPPI				
Biloxi-Gulfport	87.9	256	114	2
Columbus	26.0	682	347	9
Greenville	36.0	469	134	4
Hattiesburg	34.7	501	166	6
Jackson	128.6	115	63	1
Laurel	30.7	588	253	8
Meridian	51.2	314	169	3
Natchez	30.1	571	236	7
Vicksburg	32.8	482	147	5
MISSOURI				
Columbia	46.1	428	93	8
Independence	57.1	247	106	5
Jefferson City	32.5	571	236	10
Joplin	42.6	326	6	7
Kansas City	520.2	22	22	2
Kirkwood	29.4	609	274	11
St. Joseph	91.5	153	11	4
St. Louis	872.2	10	10	1
Sedalia	26.8	546	211	9
Springfield	102.2	119	67	3
University City	57.1	278	136	6
Webster Groves	29.0	617	282	12
MONTANA				
Billings	42.0	364	31	3
Butte-Anaconda	53.0	271	129	1
Great Falls	52.6	295	153	2
Helena	26.3	588	253	4
Missoula	27.5	604	268	5
NEBRASKA				
Grand Island	26.5	562	227	3
Hastings	25.4	622	287	4
Lincoln	129.5	99	47	2
Omaha	302.5	44	18	1
NEVADA				
Las Vegas	55.0	252	110	1
Reno	53.9	268	128	2
NEW HAMPSHIRE				
Concord	29.1	644	309	3
Manchester	86.0	166	24	1
Nashua	36.2	465	130	2
NEW JERSEY				
Atlantic City	62.5	237	95	11
Bayonne	80.0	190	48	9
Belleville	35.5	501	166	26
Bloomfield	53.5	304	161	13
Camden	131.9	111	59	5
East Orange	85.2	160	18	8
Elizabeth	115.5	130	78	7
Englewood	26.7	644	309	35
Fair Lawn	35.0	478	143	25
Garfield	30.4	562	227	29
Hackensack	32.9	526	191	28
Hoboken	51.7	314	169	14
Irvington	63.1	227	85	10
Jersey City	302.2	47	21	2
Kearny	40.4	428	93	22
Linden	35.6	514	179	27
Long Branch	30.5	562	227	30
Maplewood Township	27.0	670	335	37
Montclair	46.6	364	31	16
New Brunswick	42.9	421	86	20
Newark	466.5	33	7	1
North Bergen Township	44.0	376	42	17
Nutley	30.9	579	244	32
Orange	40.5	428	93	21
Passaic-Clifton	138.3	98	46	4
Paterson	145.0	91	39	3
Pennsauken Township	27.9	579	244	31
Perth Amboy	43.5	392	58	18
Plainfield	48.0	355	23	15
Rahway	25.1	682	347	38
Ridgewood	25.6	634	299	34
Teaneck Township	41.4	694	358	40
Trenton	135.4	118	66	6
Union Township	52.1	693	194	39

See bold-face text page 160 for population groups.

Households Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Union City	53.0	271	129	12
Vineland	38.0	460	125	24
West New York	37.1	413	78	19
West Orange	31.1	579	244	33
Westfield	27.0	644	309	36
Woodbridge Township	42.5	456	121	23
NEW MEXICO				
Albuquerque	195.0	67	15	1
Carlsbad	29.6	579	244	4
Clovis	26.5	634	299	6
Hobbs	29.0	579	244	5
Roswell	38.5	440	105	2
Santa Fe	35.0	556	221	3
NEW YORK				
Albany	144.1	90	38	9
Amsterdam	32.3	532	197	26
Auburn	37.6	469	134	25
Binghamton	82.9	188	46	13
Buffalo	602.5	20	20	3
Dunkirk-Fredonia	26.7	634	299	29
Elmira	55.0	291	149	17
Gloversville-Johnstown	35.5	428	93	23
Hempstead Township	748.4	13	13	2
Ithaca	29.5	689	334	33
Jamestown	42.4	351	21	20
Kingston	30.9	532	197	27
Lackawanna	29.3	689	354	32
Lockport	26.2	644	309	30
Long Beach	26.1	628	293	28
Mount Vernon	76.3	193	51	14
New Rochelle	75.3	208	66	16
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	342	12	19
Niagara Falls	103.3	146	88	12
North Hempstead Township	221.4	59	7	6
North Tonawanda-Tonawanda	53.7	311	168	18
Olean	25.9	655	320	31
Oyster Bay Township	287.3	52	25	5
Rochester	346.1	39	13	4
Rome	49.5	389	55	22
Schenectady	97.5	137	1	11
Syracuse	214.0	62	10	7
Troy	76.5	195	53	15
Utica	106.5	134	82	10
Watertown	36.0	459	124	24
White Plains	51.1	351	189	21
Yonkers	184.5	72	20	8
NORTH CAROLINA				
Asheville	58.1	281	139	6
Burlington	32.0	556	221	12
Charlotte	166.5	88	36	1
Durham	87.9	187	45	4
Fayetteville	48.6	376	42	9
Gastonia	36.2	532	197	10
Goldsboro	28.5	628	293	16
Greensboro	121.9	133	81	3
High Point	47.5	371	37	8
Kannapolis	31.6	609	274	14
Kinston	27.7	655	320	17
Raleigh	86.1	199	57	5
Rocky Mount	34.0	532	197	11
Salisbury-Spencer-East Spencer	28.9	597	262	13
Wilmington	54.8	328	180	7
Wilson	30.0	622	287	15
Winston-Salem	114.0	132	80	2
NORTH DAKOTA				
Bismarck-Mandan	37.0	482	147	3
Fargo	47.4	384	31	1
Grand Forks-East Grand Forks	42.6	453	118	2
Minot	26.5	634	299	4
OHIO				
Akron	300.5	43	17	5
Alliance	32.8	509	174	33
Ashtabula	26.0	634	299	39
Barberton	34.2	514	179	34
Canton	125.7	106	54	8
Chillicothe	26.8	597	262	37
Cincinnati	554.5	19	19	2
Cleveland	952.5	8	8	1
Cleveland Heights	62.7	243	101	12
Columbus	468.0	31	5	3
Cuyahoga Falls	43.6	383	49	24
Dayton	297.1	45	19	6
East Cleveland	41.1	361	29	20
East Liverpool	26.6	622	287	38
Elyria	40.2	400	65	25
Euclid	65.1	259	117	14
Findlay	28.9	571	236	36
Garfield Heights	35.4	532	197	35
Hamilton	70.0	209	67	11
Lakewood	70.0	192	50	10
Lancaster	31.5	509	174	32
Lima	55.9	270	128	15
Lorain	59.0	298	155	18
Mansfield	52.6	283	141	17
Maple Heights	27.7	682	347	42
Marion	37.5	428	93	27
Martins Ferry-Bellaire	25.9	634	299	40
Massillon	36.3	465	130	29
Middletown	45.6	368	34	21
Newark	40.6	380	46	23
Norwood	37.0	413	78	26
Parma	69.6	247	105	13
Portsmouth	42.9	379	45	22
Ravenna-Kent	26.9	682	347	43
Sandusky	33.7	469	134	30
Shaker Heights	36.7	450	115	28
South Euclid	27.5	644	309	41
Springfield	88.1	161	19	9
Steubenville	36.8	469	134	31
Toledo	377.7	37	11	4
Warren	58.8	273	131	16
Youngstown	184.5	78	26	7
Zanesville	44.8	355	23	19
OKLAHOMA				
Ardmore	29.3	532	197	7
Bartlesville	29.7	519	184	6
Enid	43.2	346	16	4
Lawton	57.5	301	158	3
Midwest City	31.0	562	227	9
Muskogee	41.1	376	42	5
Norman	39.2	532	197	8
Oklahoma City	299.5	41	15	1
Ponca City	25.6	604	269	11
Shawnee	28.4	588	253	10
Stillwater	25.4	699	363	12
Tulsa	265.5	46	20	2
OREGON				
Eugene-Springfield	61.6	246	104	2
Portland	414.1	29	3	1
Salem	47.5	328	7	3
PENNSYLVANIA				
Abington Township	53.4	316	171	18
Aliquippa-Rochester	43.5	400	65	24
Allentown	113.7	128	76	6
Altoona	75.5	189	47	9
Beaver Falls-New Brighton	31.3	548	213	34
Cheltenham Township	36.8	494	159	27
Chester	71.8	234	92	14
Easton-Wilson-Phillipsburg	64.3	259	117	16
Easton	35.7	501	166	30
Erie	146.5	95	43	3
Greensburg-South Greensburg-Southwest Greensburg	26.9	644	308	36
Harrisburg	92.2	149	9	7
Haverford Township	52.4	331	182	19
Hazleton	34.7	532	197	32
Homestead-West Homestead-Munhall	31.2	588	253	35
Johnstown	65.0	252	110	15
Lancaster	65.7	231	89	12
Lebanon	34.0	494	159	26
Levittown	72.0	195	53	10
Lower Merion Township	60.0	265	123	17
McKeesport	46.7	355	23	22
Mt. Lebanon Township	35.4	498	163	29
New Castle	50.9	331	182	20
New Kensington	36.2	482	147	25
Norristown	40.0	526	191	31
Oil City-Franklin	30.5	541	206	33
Philadelphia	2,207.2	4	4	1
Pittsburgh	686.5	17	17	2
Pottstown	25.8	662	327	37
Reading	113.5	120	68	5
Scranton	128.0	108	56	4
Sharon-Farrell	46.4	387	53	23
State College-Bellefonte	28.7	700	364	40
Upper Darby Township	94.1	158	16	8
Washington	26.0	662	327	38
West Mifflin	27.5	700	364	39
Wilkes-Barre	73.8	218	76	11
Wilkinsburg	31.2	498	163	28
Williamsport	48.2	331	8	21
York	63.6	231	89	13
RHODE ISLAND				
Cranston	62.1	291	149	4
East Providence	40.0	440	105	6
Newport	44.0	469	134	7
Pawtucket-Central Falls	108.7	125	73	2
Providence	230.4	57	5	1
Warwick	56.5	281	139	3
Woonsocket	51.3	316	171	5
SOUTH CAROLINA				
Charleston	71.8	206	64	2
Columbia	111.1	150	89	1
Florence	28.8	609	274	5
Greenville	70.0	222	80	3
Rock Hill	30.3	655	320	6
Spartanburg	41.2	421	86	4
Sumter	25.0	682	347	7
SOUTH DAKOTA				
Rapid City	41.6	392	58	2
Sioux Falls	66.0	226	84	1
TENNESSEE				
Chattanooga	158.1	89	37	3
Jackson	37.5	428	93	5
Johnson City	28.1	689	354	7
Knoxville	132.0	110	58	4
Memphis	493.9	28	2	1
Nashville	184.0	74	22	2
Oak Ridge	28.3	672	337	6
TEXAS				
Abilene	70.1	216	74	17
Amarillo	139.5	93	41	8
Austin	195.2	75	23	6
Baytown	28.9	562	227	34
Beaumont	123.1	112	60	10

See bold-face text page 160 for population groups.

For newspaper advertisers, what is the Charlotte market?......
To begin with, it's Metropolitan Charlotte (Mecklenburg County), biggest thing in both Carolinas. But that *is* only the beginning. Charlotte's newspapers, The Charlotte Observer and The Charlotte News, reach much further. In addition to providing saturation coverage of Charlotte itself, they deliver a Zone of Influence* that includes 39 Carolina counties, where the population totals nearly two million and yearly retail volume passes the one-and-a-half billion dollar mark †.

That Represents a Population Potential More Than Seven Times as Great as Metropolitan Charlotte Itself. And One Media Buy Delivers It All.

As a newspaper market, then, Charlotte is of major *national* importance... biggest in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

*Contiguous counties where Observer—News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.
†1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | **THE CHARLOTTE NEWS**

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

Households Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Bellaire	26.6	644	309	39
Big Spring	29.5	571	236	36
Brownsville-Harlingen-McAllen	115.1	141	86	12
Bryan	29.6	548	213	32
Corpus Christi	175.1	80	28	7
Dallas	668.5	14	14	2
Denison	25.5	588	263	37
Denton	30.0	668	333	40
El Paso	263.0	53	26	5
Fort Worth	399.0	34	8	4
Galveston	73.6	194	62	15
Garland	31.8	562	227	33
Grand Prairie	36.0	482	147	27
Houston	922.0	7	7	1
Irving	42.5	369	27	24
Laredo	66.7	323	177	23
Longview	41.2	383	49	25
Lubbock	145.1	96	44	9
Marshall	28.4	588	263	38
Midland	55.3	283	141	21
Odessa	77.4	186	44	14
Orange	31.4	562	227	35
Pasadena	59.0	279	137	20
Port Arthur	65.0	237	95	18
San Angelo	69.6	209	67	16
San Antonio	565.0	25	25	3
Sherman	28.1	541	206	31
Temple	34.5	491	156	28
Texarkana (Tex.)-Texarkana (Ark.)	51.4	301	158	22
Texas City	33.0	501	166	29
Tyler	58.6	256	114	19
University Park	30.2	519	184	30
Victoria	40.0	428	93	26
Waco	106.2	136	84	11
Wichita Falls	97.3	170	28	13
UTAH				
Ogden	68.5	213	71	2
Provo	41.0	482	147	3
Salt Lake City	226.5	54	2	1
VERMONT				
Burlington	37.1	494	159	1
VIRGINIA				
Alexandria	90.1	163	21	5
Bristol (Tenn.)-Bristol (Va.)	35.9	501	166	9
Charlottesville	30.5	617	282	10
Danville	50.3	331	182	8
Lynchburg	53.3	323	177	7
Newport News-Hampton-Warwick	190.1	82	30	3
Norfolk-Portsmouth-South Norfolk	420.7	36	10	1
Petersburg-Hopewell-Colonial Heights	66.6	249	107	6
Richmond	242.0	55	3	2
Roanoke	104.6	139	85	4
Staunton	25.2	698	362	11
WASHINGTON				
Bellingham	36.9	397	62	7
Bremerton	29.1	519	184	9
Everett	35.1	404	69	8
Pasco-Kennewick-Richland	51.9	331	182	5
Seattle	586.8	16	16	1
Spokane	191.2	61	9	2
Tacoma	159.5	73	21	3
Vancouver	42.1	380	46	6
Walla Walla	25.8	662	327	10
Yakima	47.0	311	2	4
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	672	337	9
Charleston-South Charleston	118.3	117	65	1
Clarksburg	33.2	469	134	5
Fairmont	30.5	541	206	6
Huntington	93.0	155	13	2
Morgantown	30.0	622	287	8
Parkersburg	60.0	227	85	4
Weirton	33.2	548	213	7
Wheeling	65.1	220	78	3
WISCONSIN				
Appleton-Neenah-Menasha	82.0	183	41	4
Beloit	36.1	462	127	15
Eau Claire	40.5	406	73	13
Fond du Lac	32.1	526	191	17
Green Bay	63.4	252	110	6
Janesville	30.2	548	213	18
Kenosha	61.0	259	117	7
La Crosse	51.0	326	179	10
Madison	122.8	122	70	2
Manitowoc-Two Rivers	44.0	383	49	12
Milwaukee	765.0	12	12	1
Oshkosh	46.2	355	23	11
Racine	84.4	171	29	3
Sheboygan	46.3	325	5	9
Superior	35.9	462	127	14
Wausau	32.6	514	179	16
Wauwatosa	58.5	300	168	8
West Allis	69.9	215	73	5
WYOMING				
Casper	35.7	428	93	2
Cheyenne	38.1	416	81	1

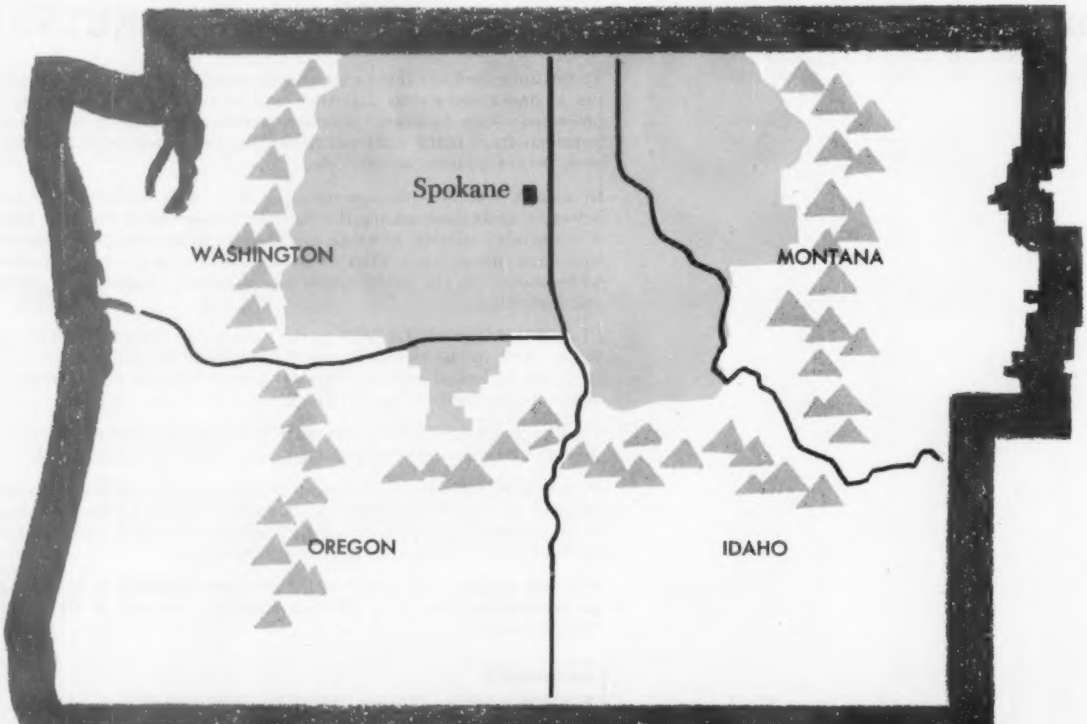
Total Net Effective Buying Income Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ALABAMA				
Anniston	35.2	606	270	8
Bessemer	32.4	672	336	9
Birmingham	366.5	44	17	1
Dothan	29.7	687	351	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	328	167	5
Gadsden	70.2	310	156	4
Huntsville	60.2	392	184	7
Mobile-Prichard	219.7	76	24	2
Montgomery	130.5	131	72	3
Phenix City	27.3	702	366	12
Selma	28.4	696	360	11
Tuscaloosa-Northport	66.5	345	177	6
ALASKA				
Anchorage	33.4	322	16	1
ARIZONA				
Mesa	31.0	659	323	3
Phoenix	241.3	52	2	1
Tucson	110.0	125	67	2
ARKANSAS				
El Dorado	26.0	689	353	5
Fort Smith	62.1	413	186	2
Hot Springs	33.2	614	278	4
Little Rock-North Little Rock	192.3	89	37	1
Pine Bluff	46.3	554	218	3
CALIFORNIA				
Alameda	70.9	199	59	18
Alhambra	56.8	231	87	25
Altadena Township	53.2	256	109	32
Anaheim	79.1	211	69	21
Arcadia	40.3	327	19	42
Bakersfield	54.1	234	90	26
Belvedere Township	48.3	529	195	60
Berkeley	120.9	85	33	8
Beverly Hills	31.1	236	3	27
Burbank	93.5	146	17	13
Chula Vista	37.6	486	152	56
Compton	72.8	224	80	24
Concord	29.1	589	253	67
Costa Mesa	27.6	673	337	74
Culver City	35.1	434	102	50
Daly City	35.1	404	78	47
East Bakersfield	60.6	323	165	41
El Cajon	29.2	645	309	71
Eureka	30.1	478	145	55
Fremont	27.4	662	326	73
Fresno	123.7	107	55	11
Fullerton	53.0	293	142	37
Gardena	32.4	551	215	64
Garden Grove	66.6	268	120	34
Glendale	115.8	91	39	10
Hawthorne	32.3	530	196	61
Hayward	61.0	270	122	35
Huntington Park	29.6	442	110	52
Inglewood	62.8	214	72	22
Lakewood	61.6	234	143	38
La Mesa	25.4	641	305	70
Long Beach-Lakewood	383.9	31	6	5
Los Angeles	2 397.5	3	3	1

See bold-face text page 160 for population groups.

Question:

WHAT EXCEPTIONAL, BIG, FAST-GROWING MARKET IN THE WEST MUST BE MEASURED BY THE * P.P.P. YARDSTICK?



Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Lynwood	31.7	525	191	59
Manhattan Beach	34.5	417	88	49
Menlo Park	27.1	602	168	57
Modesto	35.2	382	58	48
Monrovia	26.0	679	243	66
Montebello	31.1	533	199	62
Monterey Park	33.9	465	132	54
Mountain View	26.5	603	267	68
National City	33.5	578	242	65
Oakland	416.1	28	4	4
Oildale	26.0	647	311	72
Ontario-Upland	59.6	306	152	40
Oxnard	34.8	536	202	63
Palo Alto	49.2	238	4	29
Pasadena	123.0	88	36	9
Pomona	63.1	254	107	31
Redlands	26.7	635	299	69
Redondo Beach	45.7	373	49	46
Redwood City	45.6	301	11	39
Richmond	74.4	237	92	28
Riverside	82.3	210	88	20
Sacramento	171.2	59	8	6
San Bernardino	91.3	156	22	14
San Diego	522.6	21	21	3
San Francisco	801.5	6	6	2
San Jose	160.7	77	25	7
San Leandro	63.7	239	93	30
San Mateo	69.0	158	24	15
Santa Ana	75.3	205	64	19
Santa Barbara	57.3	261	114	33
Santa Clara	44.2	382	39	43
Santa Monica	84.5	143	14	12
Santa Rosa	33.7	448	115	53
South Gate	55.3	282	133	36
South San Francisco	39.2	388	44	44
Stockton	86.3	166	29	16
Sunnyvale	42.1	435	103	51
Torrance	99.0	168	31	17
Vallejo	64.0	219	76	23
Ventura	25.9	519	185	58
Whittier	33.7	412	85	46
COLORADO				
Aurora	37.3	565	229	6
Boulder	34.5	477	144	4
Colorado Springs	73.9	222	79	3
Denver	527.5	24	24	1
Englewood	34.0	538	204	5
Grand Junction	25.3	665	329	7
Pueblo	99.5	195	55	2
CONNECTICUT				
Bridgeport	170.7	65	13	2
Bristol	45.6	316	13	11
East Hartford	39.1	389	64	15
Greenwich	51.5	170	33	8
Hartford	188.7	54	4	1
Manchester	40.6	369	45	14
Meriden-Wallingford	67.5	191	51	10
Middletown	37.2	447	114	17
New Britain	86.8	142	13	6
New Haven	167.0	67	15	3
New London	31.3	473	140	18
Norwalk	62.8	179	39	9
Norwich	40.8	400	74	16
Stamford	89.0	124	6	5
Stratford	44.9	325	17	12
Torrington	30.4	527	193	19
Waterbury	113.7	111	58	4
West Hartford	57.9	183	20	7
West Haven	37.8	359	37	13
DELAWARE				
Wilmington	115.1	98	46	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	10	10	1
FLORIDA				
Clearwater	41.3	419	90	11
Coral Gables	34.4	352	31	10
Daytona Beach	44.7	428	96	15
Fort Lauderdale	91.8	174	36	5
Fort Pierce	25.3	692	366	22
Gainesville	32.9	575	239	19
Hialeah	58.3	343	175	9
Hollywood	37.6	446	113	17
Jacksonville	235.3	68	16	3
Key West	51.1	422	189	12
Lakeland	43.8	430	98	16
Miami	300.3	47	20	1
Miami Beach	54.9	198	58	7
North Miami	28.4	622	286	20
Orlando	89.3	186	46	6
Panama City	33.9	649	313	21
Pensacola	53.2	426	190	14
St. Petersburg	173.2	79	27	4
Sarasota	38.7	472	139	18
Tallahassee	45.9	424	93	13
Tampa	264.5	63	28	2
West Palm Beach	62.2	306	153	8
GEORGIA				
Albany	47.1	481	148	7
Athens	37.0	558	222	11
Atlanta	510.0	29	25	1
Augusta	101.2	208	89	4
Brunswick	26.5	688	352	14
Columbus	129.6	136	74	3
Decatur	26.9	552	216	10
East Point	35.3	483	149	8
La Grange	27.8	684	348	13
Macon	87.1	221	78	5
Marietta	44.3	457	124	6
Rome	38.4	549	214	9
Savannah	139.8	132	73	2
Valdosta	33.7	666	330	12
HAWAII				
Hilo	28.4	682	346	2
Honolulu	326.3	48	21	1
IDAHO				
Boise	34.2	458	125	1
Idaho Falls	28.6	624	288	3
Pocatello	26.8	620	284	2
ILLINOIS				
Alton-Woods River-East Alton	57.0	278	129	17
Aurora	58.2	240	94	14
Belleville	39.5	439	107	26
Berwyn	53.0	230	86	12
Bloomington-Normal	47.6	321	15	18
Carbondale-Herrin-Murphysboro	33.1	567	231	32
Champaign-Urbana	78.6	169	32	8
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	542	207	31
Cicero	68.3	197	57	10
Danville	41.4	399	73	24
Decatur	77.1	190	50	9
Des Plaines	32.0	453	120	27
East St. Louis	89.5	207	66	11
Elgin	48.7	334	22	20
Elmhurst	37.8	326	18	19
Evanston	75.8	113	2	4
Freeport	25.7	626	290	36
Galesburg	35.7	460	126	28
Granite City	38.2	438	106	25
Harvey	25.5	629	293	37
Joliet	81.3	232	88	13
Kankakee	28.6	569	233	33
La Salle-Peru-Oglesby	26.9	594	258	35
Maywood	29.4	469	136	29
Moline-East Moline-Rock Island	109.6	121	64	5
Oak Park	60.3	156	23	6
Park Forest	29.9	534	200	30
Park Ridge	30.4	353	32	21
Pekin	26.6	574	238	34
Peoria	119.8	105	53	3
Quincy	45.3	398	72	23
Rockford	120.1	104	52	2
Skokie	54.8	259	112	15
Springfield	89.2	160	26	7
Sterling-Rock Falls	27.4	642	306	38
Waukegan	52.4	269	121	16
Wilmette	25.5	397	71	22
INDIANA				
Anderson	51.0	319	164	10
Bloomington	40.7	372	48	11
Elkhart	39.3	378	54	13
Evansville	139.6	109	56	6
Fort Wayne	152.5	80	28	5
Gary	176.6	74	22	3
Hammond-East Chicago	169.4	75	23	4
Indianapolis	463.2	25	1	1
Kokomo	46.6	374	50	12
Lafayette-West Lafayette	53.2	313	159	9
Marion	35.7	532	198	16
Michigan City	32.4	617	281	17
Muncie	65.3	249	102	8
New Albany	38.1	518	184	15
Richmond	45.0	384	60	14
South Bend-Mishawaka	167.7	69	17	2
Terre Haute	73.2	217	75	7
IOWA				
Ames	29.6	531	197	13
Burlington	36.0	495	161	10
Cedar Rapids	86.2	172	34	4
Clinton	35.1	527	193	12
Council Bluffs	52.5	351	179	7
Davenport	91.5	165	28	2
Des Moines	212.2	56	6	1
Dubuque	59.6	295	144	6
Fort Dodge	27.7	636	300	14
Iowa City	34.3	466	133	8
Mason City	35.1	489	155	9
Ottumwa	38.1	505	171	11
Sioux City	95.9	167	30	3
Waterloo	80.8	184	44	5
KANSAS				
Hutchinson	37.5	487	153	4
Kansas City	131.2	126	68	2
Salina	38.2	523	189	5
Topeka	112.8	129	70	3
Wichita	253.1	51	24	1
KENTUCKY				
Ashland	34.5	602	266	6
Bowling Green	30.1	677	341	8
Covington	70.1	287	137	2
Frankfort	25.3	679	343	9
Lexington	64.9	304	151	3
Louisville	417.1	38	12	1
Newport	33.2	623	287	7
Owensboro	50.4	445	191	4
Paducah	47.6	467	134	5
LOUISIANA				
Alexandria-Pineville	55.4	367	182	6
Baton Rouge	166.1	83	31	3
Bossier City	26.0	695	359	8

See bold-face text page 160 for population groups.

Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Lafayette	49.9	450	117	7
Lake Charles	70.7	253	106	4
Monroe-West Monroe	68.8	289	138	5
New Iberia	26.5	697	361	9
New Orleans	660.1	22	22	1
Shreveport	187.9	78	26	2
MAINE				
Bangor	38.5	517	183	3
Lewiston-Auburn	70.1	246	99	2
Portland	81.0	192	52	1
South Portland	28.9	658	322	4
MARYLAND				
Annapolis	29.3	631	295	5
Baltimore	985.2	9	9	1
Bethesda	78.1	115	3	2
Cumberland	38.7	515	181	4
Hagerstown	39.8	431	99	3
MASSACHUSETTS				
Arlington	49.3	288	9	18
Attleboro	25.6	627	291	42
Belmont	29.6	380	56	26
Beverly	33.2	500	168	33
Boston	748.2	14	14	1
Braintree	30.0	526	192	35
Brockton	62.8	255	108	15
Brookline	64.6	133	8	6
Cambridge	123.1	99	47	4
Chelsea	35.4	506	174	34
Chicopee	56.2	297	146	19
Everett	44.5	375	61	24
Fall River	107.0	164	85	11
Fitchburg	43.7	377	53	25
Framingham	34.1	415	87	29
Gloucester	26.6	643	307	43
Haverhill	46.0	356	35	23
Holyoke	54.2	300	148	20
Lawrence	72.9	226	82	14
Leominster	25.2	657	321	44
Lowell	94.5	176	37	12
Lynn	99.0	138	11	7
Malden	60.1	267	119	16
Marlborough-Hudson	26.4	612	276	40
Medford	67.4	220	77	13
Melrose	30.1	463	130	31
Methuen	28.9	616	280	41
Natick	28.7	548	213	36
New Bedford	107.5	152	81	8
Newton	90.1	108	1	5
Northampton	31.1	585	249	38
Peabody	29.2	568	232	37
Pittsfield	56.9	273	125	17
Quincy	85.7	159	25	9
Revere	41.3	433	101	30
Salem	41.6	388	63	27
Somerville	94.9	163	27	10
Springfield	168.6	71	19	3
Taunton	42.1	471	138	32
Waltham	53.7	311	157	21
Watertown	39.9	403	77	28
Weymouth	49.2	320	14	22
Woburn	28.1	604	268	39
Worcester	209.3	62	11	2
MICHIGAN				
Adrian	25.8	634	298	32
Allen Park	37.1	485	151	25
Ann Arbor	61.5	266	118	11
Battle Creek	53.5	303	150	14
Bay City	57.6	324	168	15
Benton Harbor-St. Joseph	35.7	464	131	23
Birmingham	25.4	452	119	22
Dearborn	125.0	103	51	5
Detroit	1,951.8	5	5	1
East Detroit	44.3	427	95	20
East Lansing	28.7	474	141	24
Ferndale	33.1	489	155	26
Flint	199.1	61	10	2
Garden City	33.8	557	221	29
Grand Rapids	190.9	70	18	3
Hamtramck	39.4	429	97	21
Hazel Park	26.1	644	308	33
Highland Park	44.2	298	19	13
Inkster	35.9	576	240	30
Jackson	54.5	296	145	12
Kalamazoo	80.9	188	48	8
Lansing	126.6	100	48	4
Lincoln Park	51.1	333	170	16
Livonia	50.7	344	176	17
Midland	25.9	648	312	34
Monroe	25.8	621	285	31
Muskegon	51.1	361	181	18
Pontiac	85.3	183	43	7
Port Huron	38.2	493	159	27
Roseville	38.5	511	177	28
Royal Oak	74.8	194	54	9
Saginaw	103.8	157	82	6
St. Clair Shore	72.3	243	96	10
Wyandotte	42.5	376	52	19
MINNESOTA				
Austin	27.4	593	257	7
Duluth	110.2	141	77	3
Mankato-North Mankato	28.8	608	272	8
Minneapolis	557.1	19	19	1
Richfield	45.9	401	75	5
Rochester	38.0	479	146	6
St. Cloud	31.5	618	282	9
St. Louis Park	47.2	340	24	4
St. Paul	342.8	39	13	2
Winona	27.5	671	335	10
MISSISSIPPI				
Biloxi-Gulfport	87.9	251	104	2
Columbus	28.0	703	367	9
Greenville	36.0	685	349	7
Hattiesburg	34.7	674	338	4
Jackson	128.6	161	83	1
Laurel	30.7	699	363	8
Meridian	51.2	550	194	3
Natchez	30.1	681	345	6
Vicksburg	32.8	676	340	5
MISSOURI				
Columbia	46.1	370	46	7
Independence	57.1	299	147	6
Jefferson City	32.5	590	254	11
Joplin	42.6	443	111	8
Kansas City	520.2	20	20	2
Kirkwood	29.4	513	179	10
St. Joseph	91.5	187	47	4
St. Louis	872.2	12	12	1
Sedalia	26.8	664	328	12
Springfield	102.2	171	86	3
University City	57.1	225	81	5
Webster Groves	29.0	460	127	9
MONTANA				
Billings	42.0	387	62	3
Butte-Anaconda	53.0	332	169	2
Great Falls	52.6	302	149	1
Helena	26.3	625	289	5
Missoula	27.5	619	283	4
NEBRASKA				
Grand Island	28.5	632	296	3
Hastings	25.4	680	344	4
Lincoln	129.5	106	54	2
Omaha	302.5	46	19	1
NEVADA				
Las Vegas	55.0	279	130	2
Reno	53.9	242	95	1
NEW HAMPSHIRE				
Concord	29.1	639	303	3
Manchester	85.0	185	45	1
Nashua	36.2	499	165	2
NEW JERSEY				
Atlantic City	62.5	274	126	16
Bayonne	80.0	181	41	9
Belleville	36.5	432	100	35
Bloomfield	53.5	250	103	14
Camden	131.9	112	59	7
East Orange	85.2	117	4	8
Elizabeth	115.5	110	57	6
Englewood	26.7	410	83	33
Fair Lawn	35.0	355	34	23
Garfield	30.4	537	203	37
Hackensack	32.9	418	89	34
Hoboken	51.7	316	163	18
Irvington	63.1	202	61	10
Jersey City	302.2	42	16	2
Kearny	40.4	394	68	30
Linden	35.6	407	80	31
Long Branch	30.5	543	206	38
Maplewood Township	27.0	381	57	27
Montclair	46.6	218	2	11
New Brunswick	42.9	335	23	20
Newark	406.5	27	3	1
North Bergen Township	44.0	329	20	19
Nutley	30.9	409	62	32
Orange	40.5	358	36	24
Passaic-Clifton	138.3	84	32	3
Patterson	145.0	90	38	4
Pennsauken Township	27.9	561	225	40
Perth Amboy	43.5	360	38	25
Plainfield	46.0	263	6	15
Rahway	25.1	555	219	39
Ridgewood	25.6	348	28	21
Teaneck Township	41.4	241	5	13
Trenton	135.4	102	50	5
Union Township	52.1	235	91	12
Union City	53.0	284	134	17
Vineland	38.0	456	123	36
West New York	37.1	391	66	29
West Orange	31.1	390	65	28
Westfield	27.0	379	55	26
Woodbridge Township	42.5	354	33	22
NEW MEXICO				
Albuquerque	195.0	73	21	1
Carlsbad	29.6	599	263	5
Clovis	26.5	660	324	6
Hobbs	29.0	564	228	3
Roswell	38.5	480	147	2
Santa Fe	35.0	567	251	4
NEW YORK				
Albany	144.1	36	34	9
Amsterdam	32.3	484	150	24
Auburn	37.6	498	164	28
Binghamton	82.9	180	40	15
Buffalo	602.5	18	18	3
Dunkirk-Fredonia	26.7	638	302	31
Elmira	65.0	309	155	18
Gloversville-Johnstown	35.5	492	158	26
Hempstead Township	748.4	7	7	2
Ithaca	29.5	494	160	27

See bold-face text page 160 for population groups.

Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Jamestown	42.4	350	30	21
Kingston	30.9	500	224	29
Lackawanna	29.3	640	304	32
Lockport	26.2	611	275	30
Long Beach	26.1	491	167	25
Mount Vernon	76.3	151	10	14
New Rochelle	75.3	140	12	12
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	346	27	20
Niagara Falls	103.3	139	76	11
North Hempstead Township	221.4	43	1	5
North Tonawanda-Tonawanda	53.7	330	188	19
Olean	25.9	652	316	33
Oyster Bay Township	287.3	45	18	6
Rochester	346.1	37	11	4
Rome	49.5	395	69	22
Schenectady	97.5	128	7	10
Syracuse	214.0	67	7	8
Troy	76.5	203	62	16
Utica	106.5	147	78	13
Watertown	36.0	449	116	23
White Plains	51.1	228	84	17
Yonkers	184.5	55	5	7
NORTH CAROLINA				
Asheville	58.1	330	174	6
Burlington	32.0	506	250	10
Charlotte	166.5	87	35	1
Durham	87.9	209	67	5
Fayetteville	48.8	444	112	9
Gastonia	36.2	596	260	11
Goldsboro	28.5	700	364	17
Greensboro	121.9	123	66	2
High Point	47.5	425	94	8
Kannapolis	31.5	663	317	14
Kinston	27.7	694	353	16
Raleigh	86.1	196	56	4
Rocky Mount	34.0	650	314	13
Salisbury-Spencer-East Spencer	28.9	628	292	12
Wilmington	54.8	406	186	7
Wilson	30.0	663	327	15
Winston-Salem	114.0	149	79	3
NORTH DAKOTA				
Bismarck-Mandan	37.0	561	245	3
Fargo	47.4	385	61	1
Grand Forks-East Grand Forks	42.6	544	209	2
Minot	28.5	651	315	4
OHIO				
Akron	309.5	41	15	6
Alliance	32.8	621	187	34
Ashtabula	26.0	606	282	39
Barberton	34.2	522	186	35
Canton	125.7	114	60	8
Chillicothe	20.8	654	318	42
Cincinnati	564.5	23	23	2
Cleveland	952.5	8	8	1
Cleveland Heights	62.7	144	15	9
Columbus	488.0	26	2	3
Cuyahoga Falls	43.6	349	29	22
Dayton	297.1	40	14	5
East Cleveland	41.1	308	12	29
East Liverpool	26.6	646	310	41
Elyria	40.2	306	70	23
Euclid	65.1	215	73	14
Findlay	28.9	592	256	38
Garfield Heights	35.4	462	129	29
Hamilton	70.0	247	100	15
Lakewood	70.0	146	16	10
Lancaster	31.5	571	235	36
Lima	55.9	292	141	19
Lorain	59.0	278	127	16
Mansfield	52.6	290	131	17
Maple Heights	27.7	613	277	40
Marion	37.5	504	170	32
Martins Ferry-Bellaire	25.9	678	342	43
Massillon	36.3	501	167	31
Middletown	45.6	341	25	21
Newark	40.6	441	109	27
Norwood	37.0	423	92	25
Parma	69.6	212	70	13
Portsmouth	42.9	461	128	28
Ravenna-Kent	26.9	573	237	37
Sandusky	33.7	509	175	33
Shaker Heights	38.7	200	1	12
South Euclid	27.5	470	137	30
Springfield	88.1	177	38	11
Steubenville	36.8	436	104	26
Toledo	377.7	30	5	4
Warren	58.8	281	132	18
Youngstown	184.5	72	20	7
Zanesville	44.8	420	91	24
OKLAHOMA				
Ardmore	29.3	670	334	11
Bartlesville	29.7	506	172	5
Enid	43.2	440	106	4
Lawton	67.5	421	186	3
Midwest City	31.0	615	279	8
Muskogee	41.1	540	206	7
Norman	39.2	535	201	6
Oklahoma City	290.5	49	22	1
Ponca City	25.6	656	320	9
Shawnee	28.4	683	347	12
Stillwater	25.4	668	332	10
Tulsa	266.5	50	23	2
OREGON				
Eugene-Springfield	61.6	276	120	2
Portland	414.1	33	8	1
Salem	47.5	411	84	3
PENNSYLVANIA				
Abington Township	53.4	248	101	14
Aliquippa-Rochester	43.5	363	40	24
Allentown	113.7	122	65	6
Altoona	75.5	267	110	15
Beaver Falls-New Brighton	31.3	547	212	33
Cheltenham Township	36.8	277	7	19
Chester	71.8	213	71	12
Easton-Wilson-Phillipsburg	64.3	262	115	18
Easton	35.7	503	169	29
Erie	146.5	95	43	3
Greensburg-South Greensburg-Southwest Greensburg	28.9	610	274	37
Harrisburg	92.2	148	18	9
Haverford Township	52.4	201	60	11
Hazleton	34.7	553	217	34
Homestead-West Homestead-Munhall	31.2	582	228	35
Johnstown	65.0	290	139	21
Lancaster	65.7	216	74	13
Lebanon	34.0	516	182	30
Levittown	72.0	193	53	10
Lower Merion Township	60.0	134	9	8
McKeesport	46.7	368	43	26
Mt. Lebanon Township	35.4	283	8	20
New Castle	50.9	337	172	22
New Kensington	36.2	524	190	32
Norristown	40.0	468	135	28
Oil City-Franklin	30.5	633	297	38
Philadelphia	2,207.2	4	4	1
Pittsburgh	686.5	15	15	2
Pottstown	25.8	684	248	36
Reading	113.5	120	63	5
Scranton	128.0	130	71	7
Sharon-Farrell	46.4	342	28	23
State College-Bellefonte	28.7	520	186	31
Upper Darby Township	94.1	118	5	4
Washington	26.0	655	319	39
West Mifflin	27.5	669	333	40
Wilkes-Barre	73.8	258	111	16
Wilkinsburg	31.2	455	122	27
Williamsport	48.2	364	41	25
York	63.6	260	113	17
RHODE ISLAND				
Cranston	62.1	291	140	3
East Providence	40.0	393	67	7
Newport	44.0	371	47	6
Pawtucket-Central Falls	108.7	150	80	2
Providence	230.4	60	9	1
Warwick	58.5	312	158	4
Woonsocket	51.3	357	180	5
SOUTH CAROLINA				
Charleston	71.8	307	154	3
Columbia	111.1	175	87	1
Florence	28.8	691	355	6
Greenville	70.0	245	98	2
Rock Hill	30.3	637	301	5
Spartanburg	41.2	512	178	4
Sumter	25.0	701	365	7
SOUTH DAKOTA				
Rapid City	41.6	475	142	2
Sioux Falls	66.0	264	116	1
TENNESSEE				
Chattanooga	158.1	119	62	3
Jackson	37.5	583	247	5
Johnson City	28.1	686	350	7
Knoxville	132.0	137	75	4
Memphis	493.9	32	7	1
Nashville	184.0	93	41	2
Oak Ridge	28.3	595	259	6
TEXAS				
Abilene	70.1	244	97	17
Amarillo	139.5	97	45	9
Austin	195.2	81	29	6
Baytown	28.9	580	244	32
Beaumont	123.1	127	69	10
Bellaire	26.6	570	234	30
Big Spring	29.5	577	241	31
Brownsville-Harlingen-McAllen	115.1	223	90	14
Bryan	29.6	675	339	38
Corpus Christi	175.1	94	42	7
Dallas	688.5	17	17	2
Denison	25.5	693	357	40
Denton	30.0	597	261	33
El Paso	263.0	56	25	5
Fort Worth	399.0	36	10	4
Galveston	73.5	229	85	15
Garland	31.8	601	265	35
Grand Prairie	36.0	556	220	28
Houston	922.0	11	11	1
Irving	42.5	402	76	23
Laredo	66.7	541	193	27
Longview	41.2	476	143	24
Lubbock	145.1	96	44	8
Marshall	28.4	690	354	39
Midland	55.3	233	89	16
Odessa	77.4	189	48	13
Orange	31.4	605	269	36
Pasadena	59.0	317	182	20
Port Arthur	65.0	272	124	19
San Angelo	69.6	285	117	18

See bold-face text page 160 for population groups.

Total Net Effective Buying Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U.S. Cities	RANK: In Population Group	RANK: Among Cities in State
San Antonio	565.0	35	26	3
Sherman	28.1	667	331	37
Temple	34.5	600	284	34
Texarkana (Tex.)-Texarkana (Ark.)	51.4	482	192	25
Texas City	33.0	568	230	29
Tyler	58.6	336	171	22
University Park	30.2	331	21	21
Victoria	40.0	488	154	26
Waco	106.2	178	88	12
Wichita Falls	97.3	154	21	11
UTAH				
Ogden	68.5	286	136	2
Provo	41.0	563	227	3
Salt Lake City	226.5	64	12	1
VERMONT				
Burlington	37.1	514	180	1
VIRGINIA				
Alexandria	90.1	135	10	4
Bristol (Tenn.)-Bristol (Va.)	35.9	607	271	9
Charlottesville	30.5	609	273	10
Danville	50.3	416	187	8
Lynchburg	53.3	386	183	7
Newport News-Hampton-Warwick	190.1	82	30	3
Norfolk-Portsmouth-South Norfolk	420.7	34	9	1
Petersburg-Hopewell-Colonial Heights	66.6	338	173	6
Richmond	242.0	53	3	2
Roanoke	104.6	162	84	5
Staunton	25.2	698	362	11
WASHINGTON				
Bellingham	36.9	507	173	7
Bremerton	29.1	591	255	9
Everett	35.1	510	176	8
Pasco-Kennewick-Richland	51.9	315	161	4
Seattle	586.8	16	16	1
Spokane	191.2	66	14	2
Tacoma	159.5	92	40	3
Vancouver	42.1	464	121	6
Walla Walla	25.8	630	294	10
Yakima	47.0	383	59	5
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	661	325	9
Charleston-South Charleston	118.3	116	61	1
Clarksburg	33.2	497	163	5
Fairmont	30.5	582	246	8
Huntington	93.0	182	42	2
Morgantown	30.0	559	223	7
Parkersburg	60.0	314	160	4
Weirton	33.2	546	211	6
Wheeling	65.1	252	105	3
WISCONSIN				
Appleton-Neenah-Menasha	82.0	204	63	4
Beloit	36.1	451	118	14
Eau Claire	40.5	437	105	13
Fond du Lac	32.1	572	236	17
Green Bay	63.4	285	135	8
Janesville	30.2	545	210	16
Kenosha	61.0	270	122	7
La Crosse	51.0	347	178	9
Madison	122.8	101	49	2
Manitowoc-Two Rivers	44.0	414	88	12
Milwaukee	765.0	13	13	1
Oshkosh	46.2	405	79	11
Racine	84.4	173	35	3
Sheboygan	48.3	365	42	10
Superior	35.9	539	205	15
Wausau	32.6	588	252	18
Wauwatosa	56.5	206	65	5
West Allis	69.9	227	83	6
WYOMING				
Casper	35.7	408	81	1
Cheyenne	38.1	496	162	2

Per Household Income Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK: Among U.S. Cities	RANK: In Population Group	RANK: Among Cities in State
ALABAMA				
Anniston	35.2	536	266	2
Bessemer	32.4	672	342	8
Birmingham	386.5	588	25	5
Dothan	29.7	687	355	9
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	608	174	6
Gadsden	70.2	637	182	7
Huntsville	60.2	691	191	11
Mobile-Prichard	219.7	549	74	3
Montgomery	130.5	575	78	4
Phenix City	27.3	694	361	12
Selma	28.4	689	357	10
Tuscaloosa-Northport	66.5	489	146	1
ALASKA				
Anchorage	33.4	23	14	1
ARIZONA				
Mesa	31.0	634	322	3
Phoenix	241.3	483	66	2
Tucson	110.0	311	46	1
ARKANSAS				
El Dorado	28.0	674	344	2
Fort Smith	62.1	685	190	4
Hot Springs	33.2	678	345	3
Little Rock-North Little Rock	192.3	650	86	1
Pine Bluff	46.3	696	363	5
CALIFORNIA				
Alameda	70.9	254	77	25
Alhambra	56.8	287	84	31
Altadena Township	53.2	54	23	4
Anaheim	79.1	520	152	64
Arcadia	40.3	135	68	15
Bakersfield	54.1	115	42	9
Belvedere Township	48.3	586	292	68
Berkeley	120.9	83	8	6
Beverly Hills	31.1	10	6	1
Burbank	93.5	282	82	28
Chula Vista	37.6	529	259	65
Compton	72.8	389	117	48
Concord	29.1	428	202	52
Costa Mesa	27.6	626	316	74
Culver City	35.1	305	144	36
Daly City	35.1	123	62	11
East Bakersfield	60.6	472	143	58
El Cajon	29.2	619	311	73
Eureka	30.1	194	95	18
Fremont	27.4	424	200	51
Fresno	123.7	294	43	32
Fullerton	53.0	296	85	34
Gardena	32.4	465	224	57
Garden Grove	66.6	599	172	72
Glendale	115.8	201	27	19
Hawthorne	32.3	383	180	47
Hayward	61.0	345	101	40
Huntington Park	29.6	379	179	45
Inglewood	62.8	238	73	23
Lakewood	61.6	433	133	53
La Mesa	25.4	534	264	67
Long Beach-Lakewood	384.9	443	17	54
Los Angeles	2,397.5	283	15	29
Lynwood	31.7	331	156	38
Manhattan Beach	34.5	220	106	21
Menlo Park	27.1	28	18	2
Modesto	35.2	241	117	24
Monrovia	28.0	356	167	43
Montebello	31.1	257	124	26
Monterey Park	33.9	391	184	49
Mountain View	26.5	484	230	59
National City	33.5	597	298	70
Oakland	416.1	256	10	27
Olidale	25.0	452	214	56
Ontario-Upland	59.6	598	171	71
Oxnard	34.8	380	179	46
Palo Alto	49.2	94	49	7
Pasadena	123.0	203	29	20
Pomona	63.1	409	126	50
Redlands	26.7	531	261	66
Redondo Beach	45.7	498	240	63
Redwood City	45.6	127	63	13
Richmond	74.4	450	140	55
Riverside	82.3	589	168	69
Sacramento	171.2	107	13	8
San Bernardino	91.3	339	98	39
San Diego	522.6	294	16	32

See bold-face text page 160 for population groups.

Per Household Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
San Francisco	801.5	124	3	12
San Jose	100.7	288	42	30
San Leandro	63.7	325	94	37
San Mateo	69.0	41	16	3
Santa Ana	75.3	497	148	62
Santa Barbara	57.3	370	112	44
Santa Clara	44.2	138	70	16
Santa Monica	84.5	301	89	35
Santa Rosa	33.7	486	232	61
South Gate	55.3	354	105	42
South San Francisco	39.2	119	60	10
Stockton	86.3	159	53	17
Sunnyvale	42.1	485	231	60
Torrance	90.0	349	103	41
Vallejo	64.0	56	24	5
Ventura	25.9	129	64	14
Whittier	33.7	237	115	22
COLORADO				
Aurora	37.3	581	294	6
Boulder	34.5	209	103	1
Colorado Springs	73.9	614	177	7
Denver	527.5	326	19	2
Englewood	34.0	483	236	3
Grand Junction	25.3	530	260	4
Pueblo	99.5	561	167	5
CONNECTICUT				
Bridgeport	170.7	64	9	8
Bristol	45.6	93	48	11
East Hartford	39.1	87	46	9
Greenwich	51.5	6	3	2
Hartford	188.7	72	5	8
Manchester	40.6	139	71	17
Meriden-Wallingford	67.5	113	41	15
Middletown	37.2	104	52	12
New Britain	86.8	75	28	7
New Haven	167.0	92	10	10
New London	31.3	114	57	16
Norwalk	62.8	44	18	4
Norwich	40.8	376	177	19
Stamford	89.0	39	15	3
Stratford	44.9	111	55	14
Torrington	30.4	227	110	18
Waterbury	113.7	109	14	13
West Hartford	57.9	4	1	1
West Haven	37.8	49	27	5
DELAWARE				
Wilmington	115.1	58	2	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	120	2	1
FLORIDA				
Clearwater	41.3	583	296	12
Coral Gables	34.4	68	38	1
Daytona Beach	44.7	662	335	21
Fort Lauderdale	91.8	546	156	8
Fort Pierce	25.3	645	327	17
Gainesville	32.9	314	148	3
Hialeah	56.3	563	162	11
Hollywood	37.6	532	262	7
Jacksonville	235.3	560	75	10
Key West	51.1	613	176	14
Lakeland	43.8	617	309	15
Miami	300.3	437	16	5
Miami Beach	54.9	89	32	2
North Miami	28.4	503	244	6
Orlando	89.3	548	157	9
Panama City	33.9	657	331	20
Pensacola	53.2	663	187	22
St. Petersburg	173.2	655	80	19
Sarasota	38.7	607	303	13
Tallahassee	45.9	421	198	4
Tampa	264.5	652	26	18
West Palm Beach	62.2	643	183	16
GEORGIA				
Albany	47.1	656	332	13
Athens	37.0	439	208	4
Atlanta	510.0	343	20	3
Augusta	101.2	642	85	10
Brunswick	26.5	629	318	8
Columbus	129.6	543	73	6
Decatur	26.9	152	76	1
East Point	35.3	309	146	2
La Grange	27.8	633	321	9
Macon	87.1	611	175	7
Marietta	44.3	532	262	5
Rome	38.4	645	327	11
Savannah	139.8	651	87	12
Valdosta	33.7	678	347	14
HAWAII				
Hilo	28.4	428	202	2
Honolulu	326.3	198	8	1
IDAHO				
Boise	34.2	397	185	2
Idaho Falls	28.6	542	269	3
Pocatello	28.8	298	141	1
ILLINOIS				
Alton-Woods River-East Alton	57.0	300	88	25
Aurora	58.2	164	56	17
Belleville	39.5	511	248	34
Berwyn	53.0	80	30	8
Bloomington-Normal	47.6	178	90	20
Carbondale-Herrin-Murphysboro	33.1	583	289	38
Champaign-Urbana	78.6	43	17	6
Chicago	3,651.1	126	4	12
Chicago Heights	30.5	224	108	22
Cicero	68.3	161	54	15
Danville	41.4	466	225	33
Decatur	77.1	336	97	26
Des Plaines	32.0	106	54	11
East St. Louis	89.5	570	164	36
Elgin	48.7	167	82	18
Elmhurst	37.8	35	21	5
Evanston	75.8	13	5	2
Freeport	25.7	451	213	32
Galesburg	35.7	441	210	31
Granite City	38.2	337	160	27
Harvey	25.5	253	122	23
Joliet	61.3	150	49	14
Kankakee	28.6	346	164	28
La Salle-Peru-Oglesby	26.9	371	174	30
Maywood	29.4	62	33	7
Moline-East Moline-Rock Island	109.6	219	30	21
Oak Park	60.3	27	10	4
Park Forest	29.9	137	69	13
Park Ridge	30.4	26	17	3
Pekin	26.6	274	131	24
Peoria	119.8	163	18	16
Quincy	45.3	573	284	37
Rockford	120.1	171	19	19
Skokie	54.8	91	33	9
Springfield	89.2	348	102	29
Sterling-Rock Falls	27.4	514	250	35
Waukegan	52.4	96	34	10
Wilmette	25.5	3	3	1
INDIANA				
Anderson	51.0	444	136	10
Bloomington	40.7	50	28	1
Elkhart	39.3	265	128	8
Evansville	139.6	479	64	12
Fort Wayne	152.5	282	37	7
Gary	176.6	201	27	4
Hammond-East Chicago	169.4	177	20	3
Indianapolis	463.2	240	9	5
Kokomo	46.6	457	219	11
Lafayette-West Lafayette	53.2	250	75	6
Marion	35.7	624	314	16
Michigan City	32.4	645	270	15
Muncie	65.3	414	128	9
New Albany	38.1	630	319	17
Richmond	45.0	482	229	13
South Bend-Mishawaka	167.7	155	17	2
Terre Haute	73.2	522	153	14
IOWA				
Ames	29.6	85	44	2
Burlington	36.0	553	274	12
Cedar Rapids	86.2	355	106	7
Clinton	35.1	508	246	10
Council Bluffs	52.5	559	161	13
Davenport	91.5	341	99	6
Des Moines	212.2	329	48	5
Dubuque	59.6	278	81	3
Fort Dodge	27.7	518	252	11
Iowa City	34.3	81	43	1
Mason City	35.1	386	183	8
Ottumwa	38.1	612	306	14
Sioux City	95.9	469	141	9
Waterloo	80.8	296	85	4

See bold-face text page 160 for population groups.

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Per Household Income Ranking, 703 Cities–(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
KANSAS				
Hutchinson	37.5	585	291	4
Kansas City	131.2	674	77	3
Salina	36.2	601	299	5
Topeka	112.8	539	72	2
Wichita	253.1	513	20	1
KENTUCKY				
Ashland	34.5	621	312	3
Bowling Green	30.1	693	360	9
Covington	70.1	648	185	4
Frankfort	25.3	648	329	4
Lexington	64.9	580	166	2
Louisville	417.1	524	21	1
Newport	33.2	685	336	7
Owensboro	50.4	660	186	6
Paducah	47.6	681	350	8
LOUISIANA				
Alexandria-Pineville	55.4	620	178	7
Baton Rouge	106.1	304	44	2
Bossier City	28.0	668	339	9
Lafayette	49.9	608	304	6
Lake Charles	70.7	65	27	1
Monroe-West Monroe	66.8	586	163	5
New Iberia	26.5	666	337	8
New Orleans	660.1	505	25	4
Shrepveort	187.9	498	67	3
MAINE				
Bangor	38.5	467	228	3
Lewiston-Auburn	70.1	390	118	2
Portland	81.0	363	109	1
South Portland	28.9	491	235	4
MARYLAND				
Annapolis	29.3	40	24	2
Baltimore	985.2	321	18	3
Bethesda	78.1	14	6	5
Cumberland	38.7	582	288	1
Hagerstown	39.8	430	204	4
MASSACHUSETTS				
Arlington	49.3	63	34	5
Attleboro	25.6	344	163	35
Belmont	29.6	22	13	3
Beverly	33.2	261	126	29
Boston	748.2	157	7	17
Braintree	30.0	90	47	8
Brockton	62.8	328	95	32
Brookline	64.6	9	4	1
Cambridge	123.1	67	3	6
Chelsea	35.4	243	118	28
Chicopee	56.2	144	47	15
Everett	44.5	221	107	26
Fall River	107.0	507	69	43
Fitchburg	43.7	302	142	30
Framingham	34.1	59	31	4
Gloucester	26.6	460	220	42
Haverhill	46.0	373	175	38
Holyoke	54.2	342	100	34
Lawrence	72.9	410	126	40
Leominster	25.2	406	192	39
Lowell	94.5	349	103	36
Lynn	99.0	217	68	25
Malden	60.1	204	63	24
Marlborough-Hudson	26.4	366	172	37
Medford	67.4	103	38	9
Melrose	30.1	69	37	7
Methuen	26.9	333	157	33
Natick	28.7	153	77	16
New Bedford	107.5	519	71	44
Newton	90.1	17	7	2
Northampton	31.1	121	61	12
Peabody	29.2	236	114	27
Pittsfield	56.9	186	61	19
Quincy	85.7	110	40	10
Revere	41.3	323	152	31
Salem	41.6	199	98	23
Somerville	94.9	190	62	20
Springfield	163.6	136	16	14
Taunton	42.1	454	216	41
Waltham	53.7	122	44	13
Watertown	39.9	112	56	11
Weymouth	49.2	196	97	22
Woburn	28.1	159	79	18
Worcester	209.3	193	25	21
MICHIGAN				
Adrian	25.6	357	168	26
Allen Park	37.1	141	72	8
Ann Arbor	51.5	32	14	2
Battle Creek	53.5	387	116	29
Bay City	57.6	491	147	32
Benton Harbor-St. Joseph	35.7	406	191	31
Birmingham	25.4	36	22	3
Dearborn	125.0	101	12	5
Detroit	1,951.8	131	5	7
East Detroit	44.3	275	132	21
East Lansing	28.7	2	2	1
Ferndale	33.1	169	83	10
Flint	199.1	188	23	11
Garden City	33.8	347	165	25
Grand Rapids	190.9	395	52	30
Hamtramck	39.4	189	93	12
Hazel Park	26.1	239	116	18
Highland Park	44.2	100	50	4
Inkster	35.9	289	130	20
Jackson	54.5	381	115	28
Kalamazoo	80.9	268	80	19
Lansing	126.6	197	26	13
Lincoln Park	51.1	214	66	14
Livonia	50.7	233	72	16
Midland	25.9	312	147	22
Monroe	25.8	234	113	17
Muskegon	51.1	557	159	34
Pontiac	85.3	215	67	15
Port Huron	38.2	512	249	33
Roseville	36.5	340	162	24
Royal Oak	74.8	128	45	6
Saginaw	103.8	374	51	27
St. Clair Shore	72.3	317	93	23
Wyandotte	42.5	185	80	9
MINNESOTA				
Austin	27.4	255	123	3
Duluth	110.2	471	61	9
Mankato-North Mankato	26.8	259	125	4
Minneapolis	557.1	281	14	6
Richfield	45.9	226	109	2
Rochester	36.0	266	129	5
St. Cloud	31.5	368	172	8
St. Louis Park	47.2	195	96	1
St. Paul	342.8	351	14	7
Winona	27.5	615	307	10
MISSISSIPPI				
Biloxi-Gulfport	87.9	225	69	1
Columbus	26.0	702	366	8
Greenville	36.0	703	367	9
Hattiesburg	34.7	695	362	4
Jackson	128.6	641	84	2
Laurel	30.7	698	364	5
Meridian	51.2	701	194	7
Natchez	30.1	682	351	3
Vicksburg	32.8	700	365	6
MISSOURI				
Columbia	46.1	133	66	4
Independence	57.1	544	155	9
Jefferson City	32.5	431	205	7
Joplin	42.6	661	334	11
Kansas City	520.2	277	13	5
Kirkwood	29.4	101	51	3
St. Joseph	91.5	541	154	8
St. Louis	872.2	353	21	6
Sedalia	26.8	667	338	12
Springfield	102.2	638	83	10
University City	67.1	79	29	2
Webster Groves	29.0	53	29	1
MONTANA				
Billings	42.0	434	206	2
Butte-Anaconda	53.0	558	160	5
Great Falls	52.6	359	107	1
Helena	26.3	509	247	4
Missoula	27.5	476	227	3
NEBRASKA				
Grand Island	28.5	572	283	3
Hastings	25.4	659	333	4
Lincoln	129.5	362	50	2
Omaha	302.5	314	13	1
NEVADA				
Las Vegas	55.0	361	108	2
Reno	53.9	156	52	1
NEW HAMPSHIRE				
Concord	29.1	398	186	1
Manchester	85.0	407	124	2
Nashua	35.2	416	195	3
NEW JERSEY				
Atlantic City	62.5	445	137	40
Bayonne	80.0	151	50	27
Belleville	35.5	117	58	23
Bloomfield	53.5	97	35	20
Camden	131.9	270	39	35
East Orange	85.2	52	22	11
Elizabeth	115.5	94	11	19
Englewood	26.7	25	18	6
Fair Lawn	35.0	54	30	12
Garfield	30.4	231	112	31
Hackensack	32.9	76	40	16
Hoboken	51.7	296	85	37
Irvington	63.1	115	42	22
Jersey City	302.2	218	7	30
Kearny	40.4	191	94	28
Linden	35.6	71	38	14
Long Branch	30.5	246	120	33
Maplewood Township	27.0	12	8	2
Montclair	46.6	20	12	5
New Brunswick	42.9	73	39	15
Newark	466.5	140	3	26
North Bergen Township	44.0	134	67	25
Nutley	30.9	37	23	8
Orange	40.5	105	53	21
Passaic-Clifton	138.3	125	16	24
Paterson	145.0	247	35	34
Pennsauken Township	27.9	279	133	36
Perth Amboy	43.5	206	101	29
Plainfield	48.0	48	26	10
Rahway	25.1	66	35	13
Ridgewood	25.6	8	5	1
Teaneck Township	41.4	15	9	3
Trenton	135.4	82	7	18
Union Township	52.1	47	20	9
Union City	53.0	305	90	38
Vineland	38.0	328	154	39
West New York	37.1	245	119	32
West Orange	31.1	34	20	7
Westfield	27.0	16	10	4
Woodbridge Township	42.5	78	42	17

See bold-face text page 360 for population groups.

Per Household Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
NEW MEXICO				
Albuquerque	195.0	428	56	2
Carlsbad	29.6	464	223	4
Clovis	26.5	635	265	6
Hobbs	29.0	289	137	1
Roswell	38.5	495	236	5
Santa Fe	35.0	480	220	3
NEW YORK				
Albany	144.1	242	34	18
Amsterdam	32.3	173	86	12
Auburn	37.6	403	189	28
Binghamton	82.9	180	68	13
Buffalo	602.5	282	11	20
Dunkirk-Fredonia	26.7	411	193	29
Elmira	55.0	394	121	27
Gloversville-Johnstown	35.5	527	257	33
Hempstead Township	746.4	42	1	5
Ithaca	29.5	33	19	3
Jamestown	42.4	335	159	24
Kingston	30.9	413	194	30
Lackawanna	29.3	213	105	15
Lockport	26.2	322	151	22
Long Beach	26.1	61	32	7
Mount Vernon	76.3	51	21	6
New Rochelle	75.3	29	11	1
New York City	7,771.3	145	6	10
Newburgh-Beacon	47.6	334	158	23
Niagara Falls	103.3	223	31	17
North Hempstead Township	221.4	38	1	4
North Tonawanda-Tonawanda	53.7	367	111	26
Olean	25.9	456	218	32
Oyster Bay Township	287.3	64	1	8
Rochester	346.1	222	8	16
Rome	49.5	352	166	25
Schenectady	97.5	168	57	11
Syracuse	214.0	187	22	14
Troy	76.5	248	74	19
Utica	106.5	419	56	31
Watertown	36.0	317	150	21
White Plains	51.1	31	13	2
Yonkers	184.5	70	4	9
NORTH CAROLINA				
Asheville	58.1	563	158	9
Burlington	32.0	456	217	5
Charlotte	166.5	310	45	3
Durham	87.9	366	110	4
Fayetteville	48.6	584	290	13
Gastonia	36.2	556	275	10
Goldsboro	28.5	690	358	17
Greensboro	121.9	182	21	2
High Point	47.5	538	268	8
Kannapolis	31.5	565	279	11
Kinston	27.7	669	340	16
Raleigh	86.1	181	59	1
Rocky Mount	34.0	653	330	15
Salisbury-Spencer-East Spencer	28.9	501	243	7
Wilmington	54.8	604	173	14
Wilson	30.0	578	286	12
Winston-Salem	114.0	474	82	6
NORTH DAKOTA				
Bismarck-Mandan	37.0	622	313	4
Fargo	47.4	425	201	1
Grand Forks-East Grand Forks	42.6	602	300	3
Minot	28.5	490	234	2
OHIO				
Akron	309.5	290	12	23
Alliance	32.8	338	161	26
Ashtabula	26.0	280	134	22
Barberton	34.2	324	153	25
Canton	125.7	400	53	31
Chillicothe	26.8	592	295	41
Cincinnati	554.5	387	24	29
Cleveland	952.5	216	9	20
Cleveland Heights	62.7	18	8	2
Columbus	468.0	179	5	14
Cuyahoga Falls	43.6	210	104	18
Dayton	297.1	143	4	11
East Cleveland	41.1	118	59	8
East Liverpool	26.6	500	242	36
Elyria	40.2	293	140	24
Euclid	65.1	88	31	6
Findlay	28.9	440	200	34
Garfield Heights	35.4	130	65	9
Hamilton	70.0	446	138	35
Lakewood	70.0	45	19	3
Lancaster	31.5	523	254	37
Lima	55.9	393	120	30
Lorain	59.0	161	54	12
Mansfield	52.6	211	65	19
Maple Heights	27.7	174	87	13
Marion	37.5	552	273	38
Martins Ferry-Bellaire	25.9	644	326	43
Massillon	36.3	420	197	32
Middletown	45.6	205	100	16
Newark	40.6	561	277	39
Norwood	37.0	365	171	27
Parma	69.6	106	39	7
Portsmouth	42.9	616	308	42
Ravenna-Kent	26.9	86	45	5
Sandusky	33.7	435	207	33
Shaker Heights	36.7	1	1	1
South Euclid	27.5	46	25	4
Springfield	88.1	377	113	28
Steubenville	36.8	207	102	17
Toledo	377.7	132	2	10
Warren	58.8	263	79	21
Youngstown	184.5	192	24	15
Zanesville	44.8	569	281	40
OKLAHOMA				
Ardmore	29.3	680	349	12
Bartlesville	29.7	249	121	2
Enid	43.2	632	320	8
Lawton	57.5	670	189	9
Midwest City	31.0	536	266	5
Muskogee	41.1	676	346	10
Norman	39.2	316	149	3
Oklahoma City	299.5	561	23	6
Ponca City	25.6	590	293	7
Shawnee	26.4	679	348	11
Stillwater	25.4	183	91	1
Tulsa	265.5	423	15	4
OREGON				
Eugene-Springfield	61.6	392	119	1
Portland	414.1	566	24	2
Salem	47.5	610	305	3
PENNSYLVANIA				
Abington Township	53.4	60	26	7
Aliquippa-Roche	43.5	175	88	14
Allentown	113.7	228	32	18
Altoona	75.5	595	170	39
Beaver Falls-New Brighton	31.3	303	143	26
Cheltenham Township	36.8	7	4	2
Chester	71.8	147	48	9
Easton-Wilson-Phillipsburg	64.3	251	76	20
Easton	35.7	288	136	25
Erie	146.5	273	40	24
Greensburg-South Greensburg-Southwest Greensburg	28.9	307	145	27
Harrisburg	82.2	260	78	21
Haverford Township	52.4	21	9	5
Hazelton	34.7	399	187	32
Homestead-West Homestead-Munhall	31.2	264	127	22
Johnstown	65.0	472	143	37
Lancaster	66.7	156	51	11
Lebanon	34.0	375	176	29
Levittown	72.0	166	60	16
Lower Merion Township	60.0	5	2	1
McKeesport	46.7	385	182	30
Mt. Lebanon Township	35.4	11	7	3
New Castle	50.9	332	96	28
New Kensington	38.2	447	211	34
Norristown	40.0	148	74	10
Oil City-Franklin	30.5	618	310	40
Philadelphia	2,207.2	272	12	23
Pittsburgh	686.5	212	8	17
Pottstown	25.8	169	83	12
Reading	113.5	234	33	19
Scranton	128.0	555	76	38
Sharon-Farrell	46.4	146	73	8
State College-Bellefonte	28.7	19	11	4
Upper Darby Township	94.1	57	25	6
Washington	26.0	453	215	35
West Mifflin	27.5	172	85	13
Wilkes-Barre	73.8	438	134	33
Wilkinsburg	31.2	184	92	15
Williamsport	48.2	462	222	36
York	63.6	396	122	31
RHODE ISLAND				
Cranston	62.1	285	83	3
East Providence	40.0	176	89	2
Newport	44.0	77	41	1
Pawtucket-Central Falls	108.7	506	68	7
Providence	230.4	401	54	4
Warwick	58.5	432	132	5
Woonsocket	51.3	502	149	6
SOUTH CAROLINA				
Charleston	71.8	664	188	5
Columbia	111.1	470	60	3
Florence	28.8	684	353	6
Greenville	70.0	378	114	2
Rock Hill	30.3	364	170	1
Spartanburg	41.2	579	287	4
Sumter	25.0	685	354	7
SOUTH DAKOTA				
Rapid City	41.6	605	302	2
Sioux Falls	66.0	449	139	1
TENNESSEE				
Chattanooga	158.1	654	88	6
Jackson	37.5	671	341	7
Johnson City	28.1	577	285	3
Knoxville	132.0	586	79	4
Memphis	493.9	540	22	2
Nashville	184.0	600	80	5
Oak Ridge	28.3	149	75	1
TEXAS				
Abilene	70.1	405	123	12
Amarillo	139.5	320	47	8
Austin	195.2	468	59	16
Baytown	28.9	416	195	13
Beaumont	123.1	481	65	20
Bellaire	26.6	154	78	4
Big Spring	29.5	384	181	11
Brownsville-Harlingen-McAllen	115.1	677	90	35

See bold-face text page 160 for population groups.

Per Household Income Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK		
		Among U. S. Cities	In Population Group	Among Cities in State
Bryan	29.6	683	352	36
Corpus Christi	175.1	517	70	25
Dallas	668.5	371	22	9
Denison	25.5	692	359	38
Denton	30.0	230	99	5
El Paso	263.0	458	18	15
Fort Worth	398.0	480	19	19
Galveston	73.5	489	142	17
Garland	31.8	493	236	21
Grand Prairie	36.0	550	272	28
Houston	922.0	382	23	10
Irving	42.5	504	245	22
Laredo	66.7	699	193	40
Longivew	41.2	627	317	29
Lubbock	145.1	276	41	7
Marshall	28.4	688	356	37
Midland	55.3	98	36	2
Odessa	77.4	232	71	6
Orange	31.4	520	253	26
Pasadena	69.0	475	146	18
Port Arthur	65.0	442	135	14
San Angelo	69.6	514	151	23
San Antonio	565.0	656	26	33
Sherman	28.1	673	343	34
Temple	34.5	640	325	32
Texarkana (Tex.)-Texarkana (Ark.)	51.4	687	192	39
Texas City	33.0	514	250	23
Tyler	58.6	631	180	31
University Park	30.2	24	15	1
Victoria	40.0	525	255	27
Waco	106.2	628	82	30
Wichita Falls	97.3	142	46	3
UTAH				
Ogden	68.5	593	189	3
Provo	41.0	571	282	2
Salt Lake City	226.5	476	63	1
VERMONT				
Burlington	37.1	360	169	1
VIRGINIA				
Alexandria	90.1	90	37	1
Bristol (Tenn.)-Bristol (Va.)	35.9	635	323	10
Charlottesville	30.5	404	190	5
Danville	50.3	623	179	9
Lynchburg	53.3	576	165	8
Newport News-Hampton-Warwick	190.1	388	49	4
Norfolk-Portsmouth-South Norfolk	420.7	271	11	3
Petersburg-Hopewell-Colonial Heights	66.6	647	184	11
Richmond	242.0	255	36	2
Roanoke	104.6	436	57	6
Staunton	25.2	527	257	7
WASHINGTON				
Bellingham	36.9	639	324	10
Bremerton	29.1	560	276	5
Everett	35.1	625	315	9
Pasco-Kennewick-Richland	51.9	208	64	1
Seattle	586.8	243	10	2
Spokane	191.2	462	58	4
Tacoma	159.5	606	81	8
Vancouver	42.1	585	297	6
Walla Walla	25.6	330	155	3
Yakima	47.0	602	300	7
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	422	199	6
Charleston-South Charleston	118.3	287	38	2
Clarksburg	33.2	402	188	4
Fairmont	30.5	496	239	7
Huntington	93.0	510	150	8
Morgantown	30.6	166	81	1
Parkersburg	60.0	636	181	9
Weirton	33.2	292	139	3
Wheeling	65.1	415	129	5
WISCONSIN				
Appleton-Neenah-Menasha	82.0	418	130	10
Beloit	36.1	283	135	4
Eau Claire	40.5	447	211	12
Fond du Lac	32.1	487	233	14
Green Bay	63.4	411	127	9
Janesville	30.2	291	138	5
Kenosha	61.6	312	92	7
La Crosse	51.0	426	131	11
Madison	122.8	74	6	2
Manitowoc-Two Rivers	44.0	478	226	13
Milwaukee	765.6	319	17	8
Oshkosh	46.2	536	256	16
Racine	84.4	229	70	3
Sheboygan	46.3	499	241	15
Superior	35.9	547	271	17
Wausau	32.6	568	280	18
Wauwatosa	50.5	30	12	1
West Allis	69.9	306	91	6
WYOMING				
Casper	35.7	229	111	1
Cheyenne	38.1	564	278	2

Total Retail Sales Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK		
		Among U. S. Cities	In Population Group	Among Cities in State
ALABAMA				
Anniston	35.2	400	91	8
Bessemer	32.4	490	167	9
Birmingham	366.5	41	14	1
Dothan	29.7	525	200	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	308	135	5
Gadsden	70.2	359	156	6
Huntsville	60.2	274	112	4
Mobile-Prichard	219.7	71	21	2
Montgomery	130.5	117	61	3
Phenix City	27.3	699	363	12
Selma	28.4	622	291	11
Tuscaloosa-Northport	66.5	364	158	7
ALASKA				
Anchorage	33.4	372	69	1
ARIZONA				
Mesa	31.6	474	151	3
Phoenix	241.3	45	2	1
Tucson	110.0	93	41	2
ARKANSAS				
El Dorado	26.0	504	236	5
Fort Smith	62.1	286	105	2
Hot Springs	33.2	492	169	4
Little Rock-North Little Rock	192.3	77	26	1
Pine Bluff	46.3	443	127	3
CALIFORNIA				
Alameda	70.9	496	182	56
Alhambra	56.8	230	79	29
Altadena Township	53.2	659	191	67
Anaheim	79.1	379	163	45
Arcadia	40.3	416	96	48
Bakersfield	54.1	108	4	11
Belvedere Township	48.3	675	341	71
Berkeley	120.9	155	79	20
Beverly Hills	31.1	143	1	19
Burbank	93.5	135	14	17
Chula Vista	37.6	533	208	57
Compton	72.8	122	8	14
Concord	29.1	619	288	63
Costa Mesa	27.6	688	354	73
Culver City	35.1	187	3	23
Daly City	35.1	491	168	55
East Bakersfield	60.5	665	192	68
El Cajon	29.2	541	213	58
Eureka	30.1	338	48	38
Fremont	27.4	666	332	69
Fresno	123.7	64	18	8
Fullerton	53.0	423	173	50
Gardena	32.4	383	77	46
Garden Grove	86.6	433	174	52
Glendale	115.5	102	48	10
Hawthorne	32.3	355	80	42
Hayward	61.0	299	107	33
Huntington Park	29.6	226	9	28
Inglewood	62.8	138	18	18
Lakewood	61.6	345	150	39
La Mesa	25.4	595	287	61
Long Beach-Lakewood	384.9	34	9	5

See bold-face text page 160 for population groups.

Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	408	97	47
Manhattan Beach	34.5	634	303	64
Menlo Park	27.1	571	243	59
Modesto	35.2	198	5	25
Monrovia	26.0	430	115	51
Montebello	31.1	576	247	60
Monterey Park	33.9	668	334	70
Mountain View	26.5	415	103	49
National City	33.5	482	159	54
Oakland	416.1	32	7	4
Oildale	25.0	701	365	74
Ontario-Upland	59.6	352	154	41
Oxnard	34.8	452	135	53
Palo Alto	49.2	205	6	26
Pasadena	123.0	79	28	9
Pomona	63.1	237	84	31
Redlands	26.7	642	310	65
Redondo Beach	45.7	298	29	38
Redwood City	45.6	276	21	34
Richmond	74.4	232	81	30
Riverside	82.3	167	30	21
Sacramento	171.2	49	4	6
San Bernardino	91.3	118	6	12
San Diego	522.6	28	25	3
San Francisco	801.5	13	13	2
San Jose	160.7	63	14	7
San Leandro	63.7	297	127	35
San Mateo	69.0	197	53	24
Santa Ana	75.3	119	7	13
Santa Barbara	57.3	213	68	27
Santa Clara	44.2	608	277	62
Santa Monica	84.5	129	11	15
Santa Rosa	33.7	330	42	37
South Gate	55.3	254	98	32
South San Francisco	39.2	684	360	72
Stockton	86.3	130	12	16
Sunnyvale	42.1	646	314	66
Torrance	98.0	348	151	40
Vallejo	64.0	360	157	43
Ventura	25.9	377	73	44
Whittier	33.7	172	2	22
COLORADO				
Aurora	37.3	517	193	7
Boulder	34.5	512	188	6
Colorado Springs	73.9	132	13	2
Denver	527.5	21	20	1
Englewood	34.0	432	117	5
Grand Junction	25.3	347	55	4
Pueblo	99.5	192	48	3
CONNECTICUT				
Bridgeport	170.7	94	42	3
Bristol	45.6	591	261	19
East Hartford	39.1	302	76	10
Greenwich	51.5	469	180	13
Hartford	168.7	60	11	1
Manchester	40.6	514	190	17
Meriden-Wallingford	67.5	312	138	8
Middletown	37.2	499	175	15
New Britain	86.8	249	94	7
New Haven	167.0	80	29	2
New London	31.3	319	34	9
Norwalk	62.8	209	62	6
Norwich	40.8	420	107	11
Stamford	89.0	142	19	4
Stratford	44.9	472	150	14
Torrington	30.4	561	233	18
Waterbury	113.7	161	83	5
West Hartford	57.9	464	177	12
West Haven	37.8	513	189	16
DELAWARE				
Wilmington	115.1	73	23	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	9	9	1
FLORIDA				
Clearwater	41.3	258	16	11
Coral Gables	34.4	236	11	10
Daytona Beach	44.7	288	26	14
Fort Lauderdale	91.8	99	2	6
Fort Pierce	25.3	476	153	20
Gainesville	32.9	395	87	18
Hialeah	58.3	447	175	19
Hollywood	37.6	349	56	16
Jacksonville	235.3	38	1	2
Key West	51.1	589	188	22
Lakeland	43.8	259	17	12
Miami	300.3	25	2	1
Miami Beach	54.9	147	20	8
North Miami	28.4	483	160	21
Orlando	89.3	75	1	5
Panama City	33.9	394	86	17
Pensacola	53.2	148	21	9
St. Petersburg	173.2	65	16	4
Sarasota	38.7	264	18	13
Tallahassee	45.9	302	30	15
Tampa	264.5	50	20	3
West Palm Beach	62.2	137	15	7
GEORGIA				
Albany	47.1	392	85	7
Athens	37.0	484	161	8
Atlanta	510.0	19	19	1
Augusta	101.2	145	74	3
Brunswick	26.5	626	295	13
Columbus	129.6	153	78	4
Decatur	26.9	386	79	6
East Point	35.3	529	204	10
La Grange	27.8	662	329	14
Macon	87.1	157	25	5
Marietta	44.3	503	179	9
Rome	38.4	588	259	11
Savannah	139.8	120	62	2
Valdosta	33.7	624	293	12
HAWAII				
Hilo	28.4	633	302	2
Honolulu	326.3	59	23	1
IDAHO				
Boise	34.2	224	8	1
Idaho Falls	28.6	428	113	2
Pocatello	26.8	497	164	3

See bold-face text page 160 for population groups.

Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ILLINOIS				
Alton-Woods River-East Alton	57.0	281	116	15
Aurora	58.2	228	77	12
Belleville	38.5	362	63	20
Berwyn	53.0	229	78	13
Bloomington-Normal	47.6	325	39	18
Carbondale-Herrin-Murphysboro	33.1	434	116	25
Champaign-Urbana	78.6	223	74	11
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	508	184	28
Cicero	68.3	295	125	16
Danville	41.4	334	46	19
Decatur	77.1	175	36	6
Des Plaines	32.0	565	237	31
East St. Louis	89.5	185	45	9
Elgin	48.7	307	31	17
Elmhurst	37.8	505	181	27
Evanston	75.8	177	38	7
Freeport	25.7	501	177	26
Galesburg	35.7	412	100	24
Granite City	38.2	559	231	30
Harvey	25.5	536	210	29
Joliet	61.3	182	43	8
Kankakee	28.6	373	70	21
La Salle-Peru-Oglesby	26.9	585	256	33
Maywood	29.4	656	324	38
Moline-East Moline-Rock Island	109.6	136	71	5
Oak Park	60.3	195	51	10
Park Forest	29.9	632	301	37
Park Ridge	30.4	610	279	35
Pekin	26.6	594	263	34
Peoria	119.8	104	50	3
Quincy	45.3	388	81	22
Rockford	120.1	103	49	2
Skokie	54.8	401	168	23
Springfield	89.2	128	10	4
Sterling-Rock Falls	27.4	574	245	32
Waukegan	52.4	246	92	14
Wilmette	25.5	617	288	36
INDIANA				
Anderson	51.0	271	109	9
Bloomington	40.7	502	178	16
Elkhart	39.3	363	64	11
Evansville	139.8	113	57	6
Fort Wayne	152.5	84	32	3
Gary	176.6	97	45	5
Hammond-East Chicago	169.4	91	39	4
Indianapolis	463.2	20	1	1
Kokomo	46.6	398	89	13
Lafayette-West Lafayette	53.2	309	136	10
Marion	35.7	462	144	14
Michigan City	32.4	520	195	17
Muncie	65.3	241	88	8
New Albany	38.1	486	163	15
Richmond	45.0	365	65	12
South Bend-Mishawaka	167.7	81	30	2
Terre Haute	73.2	216	67	7
IOWA				
Ames	29.6	613	282	14
Burlington	36.0	488	165	11
Cedar Rapids	86.2	154	24	3
Clinton	35.1	435	119	7
Council Bluffs	52.5	461	176	8
Davenport	91.5	162	27	4
Des Moines	212.2	62	13	1
Dubuque	59.6	305	133	6
Fort Dodge	27.7	475	152	10
Iowa City	34.3	515	191	12
Mason City	35.1	463	145	9
Ottumwa	38.1	546	218	13
Sioux City	95.9	149	22	2
Waterloo	80.8	221	72	5
KANSAS				
Hutchinson	37.5	403	92	4
Kansas City	131.2	146	75	2
Salina	36.2	405	94	5
Topeka	112.8	156	80	3
Wichita	253.1	52	21	1
KENTUCKY				
Ashland	34.5	494	171	6
Bowling Green	30.1	628	297	8
Covington	70.1	294	124	3
Frankfort	25.3	669	335	9
Lexington	64.9	168	31	2
Louisville	417.1	36	10	1
Newport	33.2	504	186	7
Owensboro	50.4	370	161	4
Paducah	47.6	414	102	5
LOUISIANA				
Alexandria-Pineville	55.4	304	132	6
Baton Rouge	166.1	78	27	2
Bossier City	26.0	674	340	9
Lafayette	49.9	320	35	7
Lake Charles	70.7	255	99	5
Monroe-West Monroe	66.8	233	82	4
New Iberia	26.5	652	320	8
New Orleans	600.1	27	24	1
Shreveport	187.9	95	43	3
MAINE				
Bangor	38.5	324	38	3
Lewiston-Auburn	70.1	283	118	2
Portland	81.0	158	28	1
South Portland	28.9	696	362	4
MARYLAND				
Annapolis	29.3	431	116	5
Baltimore	985.2	8	8	1
Bethesda	78.1	248	93	4
Cumberland	38.7	337	47	2
Hagerstown	39.8	256	15	3
MASSACHUSETTS				
Arlington	49.3	588	240	27
Attleboro	25.8	661	328	36
Belmont	29.6	670	336	38
Beverly	33.2	601	270	31
Boston	748.2	7	7	1
Braintree	30.0	691	358	43
Brockton	62.8	262	103	12

See bold-face text page 160 for population groups.

Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Brookline	64.6	289	121	13
Cambridge	123.1	105	51	4
Chelsea	35.4	583	284	29
Chicopee	56.2	573	187	28
Everett	44.5	664	331	37
Fall River	107.0	203	89	10
Fitchburg	43.7	384	78	22
Framingham	34.1	348	84	21
Gloucester	26.6	650	318	33
Haverhill	46.0	437	121	24
Holyoke	54.2	303	131	15
Lawrence	72.9	200	55	9
Leominster	25.2	640	308	32
Lowell	94.5	206	59	11
Lynn	99.0	186	52	8
Malden	60.1	317	143	18
Marlborough-Hudson	26.4	657	325	35
Medford	67.4	300	129	14
Melrose	30.1	682	348	40
Methuen	26.9	697	361	44
Natick	28.7	685	351	41
New Bedford	107.5	191	88	7
Newton	90.1	180	41	5
Northampton	31.1	595	284	30
Peabody	29.2	687	353	42
Pittsfield	56.9	306	134	16
Quincy	85.7	181	42	6
Revere	41.3	518	194	25
Salem	41.6	321	36	19
Somerville	94.9	316	142	17
Springfield	168.6	78	25	3
Taunton	42.1	556	228	26
Waltham	53.7	327	146	20
Watertown	39.9	425	110	23
Weymouth	49.2	653	321	34
Woburn	28.1	667	333	38
Worcester	209.3	67	18	2
MICHIGAN				
Adrian	25.8	693	262	27
Allen Park	37.1	672	338	30
Ann Arbor	51.5	272	110	14
Battle Creek	53.5	251	95	12
Bay City	57.6	275	113	15
Benton Harbor-St. Joseph	35.7	318	33	18
Birmingham	25.4	340	56	19
Dearborn	125.0	86	34	4
Detroit	1,951.8	5	5	1
East Detroit	44.3	511	187	23
East Lansing	28.7	669	355	32
Ferndale	33.1	411	99	21
Flint	199.1	58	10	2
Garden City	33.8	696	380	34
Grand Rapids	190.9	61	12	3
Hamtramck	39.4	532	207	24
Hazel Park	26.1	683	349	31
Highland Park	44.2	285	24	16
Inkster	35.9	694	358	33
Jackson	54.5	222	73	10
Kalamazoo	80.9	123	9	6
Lansing	126.6	108	52	5
Lincoln Park	51.1	314	140	17
Livonia	50.7	639	190	28
Midland	25.9	575	248	26
Monroe	25.8	545	217	25
Muskegon	51.1	240	87	11
Pontiac	85.3	171	34	8
Port Huron	38.2	354	58	20
Roseville	38.5	647	315	29
Royal Oak	74.8	217	68	9
Saginaw	103.8	141	72	7
St. Clair Shore	72.3	416	171	22
Wyandotte	42.5	267	20	13
MINNESOTA				
Austin	27.4	615	284	7
Duluth	110.2	144	73	3
Mankato-North Mankato	28.8	453	136	6
Minneapolis	557.1	18	18	1
Richfield	45.9	621	290	8
Rochester	36.0	333	45	4
St. Cloud	31.5	445	129	5
St. Louis Park	47.2	658	323	10
St. Paul	342.8	39	12	2
Winona	27.5	638	307	9
MISSISSIPPI				
Biloxi-Gulfport	67.9	282	117	2
Columbus	26.0	681	347	9
Greenville	36.0	534	209	5
Hattiesburg	34.7	459	142	4
Jackson	128.6	134	70	1
Laurel	30.7	637	306	8
Meridian	51.2	393	168	3
Natchez	30.1	629	208	7
Vicksburg	32.8	580	251	6
MISSOURI				
Columbia	46.1	557	229	8
Independence	57.1	409	179	6
Jefferson City	32.5	554	226	7
Joplin	42.6	368	66	5
Kansas City	520.2	22	21	2
Kirkwood	29.4	567	239	9
St. Joseph	91.5	238	85	4
St. Louis	872.2	12	12	1
Sedalia	26.8	618	287	11
Springfield	102.2	188	87	3
University City	57.1	692	189	10
Webster Groves	29.0	643	311	12
MONTANA				
Billings	42.0	250	14	1
Butte-Anaconda	53.0	299	123	3
Great Falls	52.6	270	108	2
Helena	26.3	625	294	5
Missoula	27.5	530	205	4
NEBRASKA				
Grand Island	28.5	538	211	3
Hastings	25.4	584	255	4
Lincoln	129.5	125	65	2
Omaha	302.5	46	16	1
NEVADA				
Las Vegas	55.0	150	23	1
Reno	53.9	106	46	2
NEW HAMPSHIRE				
Concord	29.1	566	238	3
Manchester	85.0	199	54	1
Nashua	36.2	446	130	2
NEW JERSEY				
Atlantic City	62.5	179	40	8
Bayonne	80.0	397	167	18
Belleville	35.5	612	281	33
Bloomfield	53.5	473	181	23
Camden	131.9	128	67	6
East Orange	85.2	257	100	11
Elizabeth	118.5	152	77	7
Englewood	26.7	521	196	25
Fair Lawn	35.0	342	52	15
Garfield	30.4	692	357	40
Hackensack	32.9	189	4	9
Hoboken	51.7	539	186	27
Irvington	63.1	336	148	14
Jersey City	302.2	83	25	3
Kearny	40.4	604	273	32
Linden	35.6	467	147	22
Long Branch	30.5	645	313	37
Maplewood Township	27.0	614	283	34
Montclair	46.6	404	93	19
New Brunswick	42.9	290	27	13
Newark	466.5	30	5	1
North Bergen Township	44.0	596	265	31
Nutley	30.9	677	343	38
Orange	40.5	495	172	24
Passaic-Clifton	138.3	98	46	5
Paterson	145.0	90	38	4
Pennsauken Township	27.9	688	352	39
Perth Amboy	43.5	380	75	17
Plainfield	48.0	215	7	10
Rahway	25.1	550	222	29
Ridgewood	25.6	455	138	20
Teaneck Township	41.4	562	234	30
Trenton	135.4	72	22	2
Union Township	52.1	465	178	21
Union City	53.0	388	159	16
Vineland	38.0	278	22	12
West New York	37.1	547	219	28
West Orange	31.1	641	309	36
Westfield	27.0	527	202	26
Woodbridge Township	42.5	620	289	35
NEW MEXICO				
Albuquerque	195.0	69	19	1
Carlsbad	29.6	631	300	5
Clovis	26.5	663	330	6
Hobbs	29.0	449	132	2

See bold-face text page 160 for population groups.

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Roswell	38.5	509	185	3
Santa Fe	35.0	569	241	4
NEW YORK				
Albany	144.1	87	35	7
Amsterdam	32.3	605	274	31
Auburn	37.6	450	133	25
Binghamton	82.9	170	33	13
Buffalo	602.5	23	22	3
Dunkirk-Fredonia	26.7	602	271	30
Elmira	55.0	277	114	19
Gloversville-Johnstown	35.5	526	201	28
Hempstead Township	748.4	10	10	2
Ithaca	29.5	498	174	27
Jamestown	42.4	356	60	21
Kingston	30.9	438	122	24
Lackawanna	29.3	560	232	29
Lockport	26.2	497	173	26
Long Beach	26.1	678	344	33
Mount Vernon	76.3	242	89	18
New Rochelle	75.3	210	63	15
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	235	10	17
Niagara Falls	103.3	165	84	12
North Hempstead Township	221.4	48	3	5
North Tonawanda-Tonawanda	53.7	296	126	20
Olean	25.9	609	278	32
Oyster Bay Township	287.3	184	26	14
Rochester	346.1	33	8	4
Rome	49.5	436	120	23
Schenectady	97.5	139	17	10
Syracuse	214.0	55	7	6
Troy	76.5	218	69	16
Utica	106.5	160	82	11
Watertown	36.0	422	108	22
White Plains	51.1	100	3	8
Yonkers	184.5	115	59	9
NORTH CAROLINA				
Asheville	58.1	201	56	5
Burlington	32.0	442	126	12
Charlotte	166.5	66	17	1
Durham	87.9	219	70	6
Fayetteville	48.6	287	25	7
Gastonia	36.2	390	83	10
Goldsboro	28.5	543	215	14
Greensboro	121.9	92	40	2
High Point	47.5	322	37	8
Kannapolis	31.5	553	225	15
Kinston	27.7	606	275	17
Raleigh	86.1	163	28	4
Rocky Mount	34.0	507	183	13
Salisbury-Spencer-East Spencer	28.9	429	114	11
Wilmington	54.8	350	152	9
Wilson	30.0	597	266	16
Winston-Salem	114.0	124	64	3
NORTH DAKOTA				
Bismarck-Mandan	37.0	417	104	3
Fargo	47.4	265	19	1
Grand Forks-East Grand Forks	42.6	329	41	2
Minot	28.5	456	139	4
OHIO				
Akron	309.5	47	19	6
Alliance	32.8	549	221	37
Ashtabula	26.0	426	111	26
Barberton	34.2	457	140	29
Canton	125.7	110	54	8
Chillicothe	26.8	531	206	34
Cincinnati	554.5	24	23	2
Cleveland	952.5	6	6	1
Cleveland Heights	62.7	402	169	23
Columbus	468.0	26	3	3
Cuyahoga Falls	43.6	378	74	20
Dayton	297.1	40	13	4

Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
East Cleveland	41.1	663	272	40
East Liverpool	26.6	570	242	38
Elyria	40.2	439	123	27
Euclid	65.1	358	166	17
Findlay	28.9	542	214	36
Garfield Heights	36.4	700	364	43
Hamilton	70.0	226	76	10
Lakewood	70.0	301	130	15
Lancaster	31.5	510	186	33
Lima	55.9	280	101	13
Lorain	59.0	316	141	16
Mansfield	52.6	234	83	11
Maple Heights	27.7	654	322	42
Marion	37.5	460	143	30
Martins Ferry-Bellaire	25.9	616	285	41
Massillon	36.3	470	148	31
Middletown	45.6	399	90	22
Newark	40.6	375	71	19
Norwood	37.0	419	106	25
Parma	69.6	536	184	35
Portsmouth	42.9	387	80	21
Ravenna-Kent	26.9	407	96	24
Sandusky	33.7	444	128	28
Shaker Heights	36.7	481	168	32
South Euclid	27.6	672	244	39
Springfield	88.1	183	44	9
Steubenville	36.8	292	28	14
Toledo	377.7	44	17	5
Warren	58.8	243	90	12
Youngstown	184.5	74	24	7
Zanesville	44.8	371	68	18
OKLAHOMA				
Ardmore	29.3	508	257	6
Bartlesville	29.7	611	290	8
Enid	43.2	339	49	3
Lawton	57.5	351	153	4
Midwest City	31.0	695	369	12
Muskogee	41.1	448	131	5
Norman	39.2	627	296	9
Oklahoma City	299.5	43	16	1
Ponca City	25.6	636	306	10
Shawnee	28.4	587	258	7
Stillwater	25.4	680	346	11
Tulsa	265.5	54	22	2
OREGON				
Eugene-Springfield	61.6	194	50	2
Portland	414.1	29	4	1
Salem	47.5	247	13	3
PENNSYLVANIA				
Abington Township	53.4	693	194	39
Aliquippa-Rochester	43.5	383	57	20
Allentown	113.7	107	53	3
Altoona	75.5	284	119	17
Beaver Falls-New Brighton	31.3	558	230	33
Cheltenham Township	36.8	680	327	36
Chester	71.8	193	49	11
Easton-Wilson-Phillipsburg	64.3	239	86	14
Easton	35.7	331	43	19
Erie	146.5	111	55	5
Greensburg-South Greensburg-Southwest Greensburg	26.9	427	112	27
Harrisburg	92.2	109	5	4
Haverford Township	52.4	690	193	38
Hazleton	34.7	523	198	30
Homestead-West Homestead-Munhall	31.2	376	72	24
Johnstown	65.0	202	57	12
Lancaster	65.7	176	37	8
Lebanon	34.0	454	137	28
Levittown	72.0	374	162	23
Lower Merion Township	60.0	268	106	15
McKeesport	46.7	280	23	16
Mt. Lebanon Township	35.4	676	342	37
New Castle	50.9	307	100	22
New Kensington	38.2	430	157	29
Norristown	40.0	310	32	18
Oil City-Franklin	30.5	555	227	32
Philadelphia	2,207.2	4	4	1
Pittsburgh	686.5	16	16	2
Pottstown	25.8	528	203	31
Reading	113.5	131	68	6
Scranton	128.0	151	76	7
Sharon-Farrell	46.4	391	94	25
State College-Bellefonte	28.7	623	292	35
Upper Darby Township	94.1	178	39	9
Washington	26.0	413	101	26
West Mifflin	27.5	703	367	40
Wilkes-Barre	73.8	211	64	13
Wilkinsburg	31.2	582	253	34
Williamsport	48.2	361	62	21
York	63.6	190	47	10
RHODE ISLAND				
Cranston	62.1	537	185	6
East Providence	40.0	471	149	4
Newport	44.0	577	248	7
Pawtucket-Central Falls	108.7	212	90	2
Providence	230.4	57	9	1
Warwick	58.5	519	183	5
Woonsocket	51.3	381	164	3
SOUTH CAROLINA				
Charleston	71.8	173	35	3
Columbia	111.1	127	66	1
Florence	28.8	551	223	5
Greenville	70.0	164	29	2
Rock Hill	30.3	644	312	7
Spartanburg	41.2	343	53	4
Sumter	25.0	590	260	6
SOUTH DAKOTA				
Rapid City	41.6	328	40	2
Sioux Falls	66.0	227	76	1
TENNESSEE				
Chattanooga	158.1	88	36	4
Jackson	37.5	522	197	6
Johnson City	28.1	485	162	5
Knoxville	132.0	85	33	3
Memphis	493.9	31	6	1
Nashville	184.0	53	6	2
Oak Ridge	28.3	651	319	7
TEXAS				
Abilene	70.1	263	104	18
Amarillo	139.5	112	56	8
Austin	195.2	101	47	7
Baytown	28.9	418	105	23
Beaumont	123.1	133	69	10
Bellaire	26.6	702	366	40
Big Spring	29.5	489	166	26
Brownsville-Harlingen-McAllen	115.1	174	86	12
Bryan	29.6	600	269	32
Corpus Christi	175.1	89	37	6
Dallas	668.5	15	15	2
Denison	25.5	648	316	36
Denton	30.0	635	304	35
El Paso	263.0	68	24	5
Fort Worth	399.0	37	11	4
Galveston	73.5	286	120	19
Garland	31.8	607	276	33
Grand Prairie	36.0	548	220	30
Houston	922.0	11	11	1
Irving	42.5	679	345	39
Laredo	66.7	468	179	25
Longview	41.2	500	178	27
Lubbock	145.1	116	60	9
Marshall	28.4	649	317	37
Midland	55.3	273	111	17
Odessa	77.4	214	66	14
Orange	31.4	544	218	29
Pasadena	59.0	344	149	22
Port Arthur	65.0	245	91	15
San Angelo	69.6	279	115	18
San Antonio	565.0	35	26	3
Sherman	28.1	599	268	31
Temple	34.5	524	199	28
Texarkana (Tex.)-Texarkana (Ark.)	51.4	323	144	21
Texas City	33.0	671	337	38
Tyler	58.6	291	122	20
University Park	30.2	630	299	34
Victoria	40.0	458	141	24
Waco	106.2	159	81	11
Wichita Falls	97.3	208	61	13
UTAH				
Ogden	68.5	252	98	2
Provo	41.0	581	252	3
Salt Lake City	226.5	58	8	1
VERMONT				
Burlington	37.1	396	88	1
VIRGINIA				
Alexandria	90.1	140	18	4
Bristol (Tenn.)-Bristol (Va.)	35.9	477	154	10
Charlottesville	30.5	466	146	9
Danville	50.3	365	165	8
Lynchburg	53.3	335	147	7
Newport News-Hampton-Warwick	190.1	121	63	3
Norfolk-Portsmouth-South Norfolk	420.7	42	15	
Petersburg-Hopewell-Colonial Heights	66.6	261	102	6
Richmond	242.0	51	5	2
Roanoke	104.6	166	65	5
Staunton	25.2	658	326	11
WASHINGTON				
Bellingham	36.9	579	250	10
Bremerton	29.1	493	170	8
Everett	35.1	341	51	6
Pasco-Kennewick-Richland	51.9	326	145	5
Seattle	586.8	17	17	1
Spokane	191.2	70	20	2
Tacoma	159.5	82	31	3
Vancouver	42.1	451	134	7
Walla Walla	25.8	540	212	9
Yakima	47.0	244	12	4
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	578	249	8
Charleston-South Charleston	118.3	96	44	1
Clarksburg	33.2	406	95	5
Fairmont	30.5	506	182	6
Huntington	93.0	169	32	2
Morgantown	30.0	552	224	7
Parkersburg	60.0	313	139	4
Weirton	33.2	673	339	9
Wheeling	65.1	231	80	3

See bold-face text page 160 for population groups.

Total Retail Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
WISCONSIN				
Appleton-Neenah-Menasha	82.0	207	60	4
Beloit	36.1	441	125	14
Eau Claire	40.5	424	109	12
Fond du Lac	32.1	479	196	16
Green Bay	63.4	204	59	3
Janesville	30.2	518	182	17
Kenosha	61.0	311	137	8
La Crosse	51.0	293	123	7
Madison	122.8	114	58	2
Manitowoc-Two Rivers	44.0	446	124	13
Milwaukee	765.0	14	14	1
Oshkosh	46.2	357	61	9
Racine	84.4	220	71	5
Sheboygan	48.3	389	67	10
Superior	35.9	563	235	18
Wausau	32.6	478	155	15
Wauwatosa	56.5	421	172	11
West Allis	69.9	233	97	6
WYOMING				
Casper	35.7	332	44	1
Cheyenne	38.1	389	82	2

Food Store Sales Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ALABAMA				
Anniston	35.2	419	98	9
Bessemer	32.4	363	59	7
Birmingham	366.5	43	16	1
Dothan	29.7	609	275	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	315	142	5
Gadsden	70.2	333	152	6
Huntsville	60.2	266	108	4
Mobile-Prichard	219.7	61	11	2
Montgomery	130.5	132	60	3
Phenix City	27.3	684	349	12
Selma	28.4	633	299	11
Tuscaloosa-Northport	66.5	376	168	8
ALASKA				
Anchorage	33.4	528	197	1
ARIZONA				
Mesa	31.0	542	211	3
Phoenix	241.3	51	5	1
Tucson	110.0	74	23	2
ARKANSAS				
El Dorado	26.0	575	243	5
Fort Smith	62.1	323	146	2
Hot Springs	33.2	551	220	4
Little Rock-North Little Rock	102.3	82	31	1
Pine Bluff	46.3	368	62	3
CALIFORNIA				
Alameda	70.9	340	156	42
Alhambra	56.8	287	124	37
Altadena Township	63.2	607	182	68
Anaheim	79.1	424	190	54
Arcadia	40.3	293	24	40
Bakersfield	64.1	122	8	16
Belvedere Township	48.3	479	149	58
Berkeley	120.9	117	59	14
Beverly Hills	31.1	341	43	43
Burbank	93.5	99	2	10
Chula Vista	37.6	346	48	45
Compton	72.8	119	7	15
Concord	29.1	430	106	55
Costa Mesa	27.6	677	343	72
Culver City	36.1	198	5	27
Daly City	38.1	356	56	49
East Bakersfield	60.6	602	191	67
El Cajon	29.2	499	168	62
Eureka	30.1	351	82	47
Fremont	27.4	626	292	69
Fresno	123.7	62	12	8
Fullerton	53.0	385	172	52
Gardena	32.4	290	22	38
Garden Grove	66.6	260	104	35
Glendale	115.6	73	22	9
Hawthorne	32.3	193	4	25
Hayward	61.0	271	114	36
Huntington Park	29.6	611	180	65
Inglewood	62.8	163	27	21
Lakewood	61.6	380	169	51
La Mesa	25.4	569	237	66
Long Beach-Lakewood	383.9	32	8	5
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	219	8	30
Manhattan Beach	34.5	636	353	73
Menlo Park	27.1	481	151	59
Modesto	35.2	249	12	34
Monrovia	26.0	497	166	61
Montebello	31.1	360	58	50
Monterey Park	33.9	491	161	60
Mountain View	26.5	342	44	44
National City	33.5	409	89	53
Oakland	416.1	30	7	4
Oildale	25.0	698	362	74
Ontario-Upland	59.6	339	155	41
Oxnard	34.8	474	145	57
Palo Alto	40.2	237	10	32
Pasadena	123.0	105	52	11
Pomona	63.1	244	91	33
Redlands	26.7	651	317	70
Redondo Beach	45.7	146	2	19
Redwood City	46.6	186	3	24
Richmond	74.4	178	41	23
Riverside	82.3	174	38	22
Sacramento	171.2	48	3	6
San Bernardino	91.3	116	6	13
San Diego	522.6	28	23	3
San Francisco	801.5	11	11	2
San Jose	160.7	56	7	7
San Leandro	63.7	220	70	31
San Mateo	69.0	194	51	26
Santa Ana	75.3	162	26	20
Santa Barbara	57.3	210	62	28
Santa Clara	44.2	503	172	63
Santa Monica	84.5	113	5	12
Santa Rosa	33.7	465	136	56
South Gate	55.3	291	127	39
South San Francisco	30.2	658	324	71
Stockton	86.3	144	15	18
Sunnyvale	42.1	505	174	64
Torrance	99.0	213	65	29
Vallejo	64.0	352	158	48
Ventura	25.9	347	49	46
Whittier	33.7	127	1	17
COLORADO				
Aurora	37.3	437	112	5
Boulder	34.5	545	214	7
Colorado Springs	73.9	157	23	2
Denver	527.5	21	21	1
Englewood	34.0	366	60	4
Grand Junction	25.3	478	148	6
Pueblo	99.5	188	30	3
CONNECTICUT				
Bridgeport	170.7	79	28	2
Bristol	45.6	560	229	17
East Hartford	39.1	605	272	18
Greenwich	51.5	434	183	13
Hartford	186.7	76	25	1
Manchester	40.6	466	137	15
Meriden-Wallingford	67.5	301	133	8
Middletown	37.2	606	273	19
New Britain	86.8	234	84	7
New Haven	167.0	90	39	3
New London	31.3	354	53	10
Norwalk	62.8	148	18	6
Norwich	40.8	463	135	14
Stamford	89.0	134	12	5
Stratford	44.9	423	102	12
Torrington	30.4	529	198	16
Waterbury	113.7	133	69	4
West Hartford	57.9	353	159	9
West Haven	37.8	378	88	11
DELAWARE				
Wilmington	115.1	89	38	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	12	12	1
FLORIDA				
Clearwater	41.3	285	21	13
Coral Gables	34.4	262	15	10
Daytona Beach	44.7	394	78	17
Fort Lauderdale	91.8	126	10	6
Fort Pierce	25.3	469	140	20
Gainesville	32.9	410	90	18
Hialeah	58.3	310	139	14
Hollywood	37.6	334	40	15
Jacksonville	235.3	40	2	2
Key West	51.1	585	190	21
Lakeland	43.8	273	17	11

See bold-face text page 160 for population groups.

AN AD CAN BE SO STRONG IT'S WEAK

You look over the new ad the boys bring in for OK.

It's a strong ad.

It has *force*.

Boy, that's telling 'em!

You start to put your OK on the ad. You even grin as you think what old Snods, your biggest competitor, will say when he sees this ad . . .

. . . "whoa", you say, and you pull back.

Are we advertising to Snods, or to our prospects?

How will this "strong" ad strike the men who have the job of selecting the best product in the field for their particular purposes? Will they, in their search for facts, dismiss this as mere brag?

What do you want *them* to say when they've read your ad:

"It just can't be that good!"

or "That sounds worth looking into—I'll bet it's even better than they say."

The only ad that is really strong is the ad that is believed by the people who count—your good potential customers.

THE SCHUYLER HOPPER COMPANY
12 East 41st Street, New York 17, N. Y.

"Ditch-Digging Advertising"*
that Sells by Helping People Buy
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Canadian Press Clipping Service
Five
Planning
Trails Urban' Average in U.S.
Consumer Knows What He Wants, Industry Finds
Sales Planning

QUOTABILITY: *a measure of muscle*

Some magazines print news, others **make** it.

News-makers: **Sales Management's** piercing forecasts on industry overloads; monthly retail sales forecasts, highspotting top-producing cities; estimates of growth in population, sales, income; future sales ratings by industry. Business-page headline stuff in newspapers you read? Probably. Strong testimonial to the fact that business-bright newspaper editors look to **Sales Management** as an authoritative, newsworthy copy source.

Recognition of **Sales Management's** authority is implicit, also, in requests from national advertisers and their agencies for bales of reprints. Sample: "64% of Industrial Calls are on the Wrong Man" has pulled orders for more than 10,000 reprints. "How to Reach Minds and Hearts When You Talk to People" has logged 4,712 reprints. On and on. A company nationally known in the liquor field has just purchased 53,000 reprints of an article at a cost of nearly $5,000. In 1959, **Sales Management** will have **sold** more than one-million pages of reprints.

Obviously, **Sales Management** strikes a live nerve, helping the nation's sales-minded executives solve problems of policy, operating procedure, manpower, media & market selection and numerous challenging functions.

As today's sales-minded executive assumes more responsibility for corporate profit and growth, his magazine, **Sales Management**, blazes the trail.

Sales Management

THE MAGAZINE OF MARKETING

630 THIRD AVENUE · NEW YORK 17, NEW YORK

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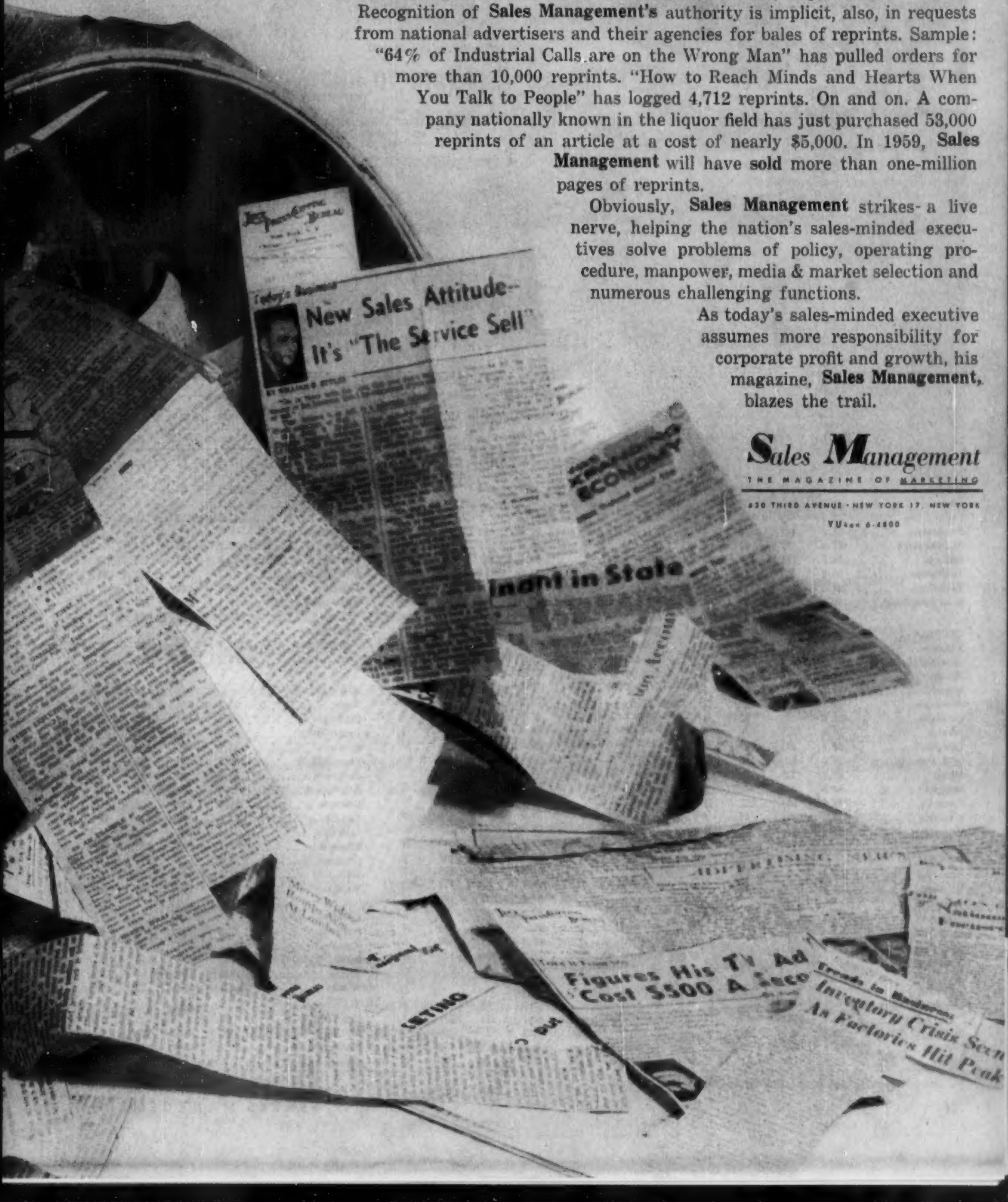

Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Miami	300.3	23	1	1
Miami Beach	84.9	187	46	9
North Miami	28.4	690	355	22
Orlando	89.3	110	4	5
Panama City	33.9	436	113	19
Pensacola	63.2	167	31	8
St. Petersburg	173.2	87	36	4
Sarasota	38.7	281	19	12
Tallahassee	46.9	377	67	16
Tampa	264.5	47	19	3
West Palm Beach	62.2	164	28	7
GEORGIA				
Albany	47.1	418	97	7
Athens	37.0	576	244	9
Atlanta	510.0	22	22	1
Augusta	101.2	131	67	3
Brunswick	26.5	637	303	12
Columbus	129.6	161	82	5
Decatur	26.9	321	34	6
East Point	35.3	621	287	11
La Grange	27.8	638	304	13
Macon	87.1	189	24	4
Marietta	44.3	459	131	8
Rome	38.4	594	262	10
Savannah	139.8	111	55	2
Valdosta	33.7	675	341	14
HAWAII				
Hilo	28.4	604	271	2
Honolulu	326.3	82	21	1
IDAHO				
Boise	34.2	292	23	1
Idaho Falls	28.6	547	216	3
Pocatello	26.8	530	199	2
ILLINOIS				
Alton-Woods River-East Alton	57.0	242	89	13
Aurora	58.2	217	63	10
Belleville	39.5	395	79	22
Berwyn	53.0	173	37	8
Bloomington-Normal	47.6	381	70	20
Carbondale-Herrin-Murphysboro	33.1	501	170	28
Champaign-Urbana	78.6	287	110	15
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	613	279	35
Cicero	68.3	239	86	11
Danville	41.4	367	61	18
Decatur	77.1	176	39	9
Des Plaines	32.0	521	190	30
East St. Louis	89.5	145	16	5
Elgin	48.7	356	57	17
Elmhurst	37.8	387	73	21
Evanston	76.6	240	87	12
Freeport	25.7	600	268	34
Galesburg	35.7	496	164	27
Granite City	38.2	448	122	24
Harvey	25.5	483	153	26
Joliet	61.3	154	22	7
Kankakee	28.6	379	69	19
La Salle-Peru-Oglesby	26.9	630	296	36
Maywood	29.4	648	314	37
Moline-East Moline-Rock Island	109.6	114	57	3
Oak Park	60.3	300	132	16
Park Forest	29.9	702	366	38
Park Ridge	30.4	592	260	33
Pekin	26.6	570	236	32
Peoria	119.8	118	60	4
Quincy	45.3	432	108	23
Rockford	120.1	108	54	2
Skokie	54.8	477	188	25
Springfield	89.2	147	17	6
Sterling-Rock Falls	27.4	554	223	31
Waukegan	52.4	261	105	14
Wilmette	25.5	510	179	29
INDIANA				
Anderson	51.0	298	111	9
Bloomington	40.7	532	201	17
Elkhart	39.3	374	65	11
Evansville	130.8	102	48	5
Fort Wayne	152.5	120	61	6
Gary	176.6	61	30	3
Hammond-East Chicago	169.4	84	33	4
Indianapolis	463.2	26	4	1
Kokomo	46.8	436	111	13
Lafayette-West Lafayette	53.2	336	154	10
Marion	35.7	468	158	15
Michigan City	32.4	445	119	14
Muncie	65.3	225	75	7
New Albany	38.1	493	162	16
Richmond	45.0	420	99	12
South Bend-Mishawaka	167.7	50	29	2
Terre Haute	73.2	259	103	8
IOWA				
Ames	29.6	584	252	12
Burlington	30.0	507	176	9
Cedar Rapids	86.2	208	60	4
Clinton	35.1	490	160	8
Council Bluffs	52.5	449	185	7
Davenport	91.5	195	52	3
Des Moines	212.2	67	17	1
Dubuque	59.6	329	151	6
Fort Dodge	27.7	550	219	11
Iowa City	34.3	618	284	14
Mason City	35.1	587	255	13
Ottumwa	38.1	548	217	10
Sioux City	95.9	192	50	2
Waterloo	69.8	255	100	5
KANSAS				
Hutchinson	37.5	498	167	4
Kansas City	131.2	130	66	2
Salina	36.2	514	183	5
Topeka	112.8	180	85	3
Wichita	253.1	53	22	1
KENTUCKY				
Ashland	34.5	487	157	7
Bowling Green	30.1	663	329	8
Covington	70.1	221	71	2

See bold-face text page 160 for population groups.

Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Frankfort	26.3	687	333	9
Lexington	64.9	241	88	3
Louisville	417.1	33	9	1
Newport	33.2	460	132	5
Owensboro	50.4	392	174	4
Paducah	47.6	482	152	6
LOUISIANA				
Alexandria-Pineville	55.4	350	100	5
Baton Rouge	166.1	91	40	2
Bossier City	26.0	650	325	8
Lafayette	49.9	484	154	7
Lake Charles	70.7	365	164	6
Monroe-West Monroe	66.8	276	116	4
New Iberia	26.5	682	347	9
New Orleans	660.1	36	28	1
Shreveport	187.9	97	45	3
MAINE				
Bangor	38.6	390	76	3
Lewiston-Auburn	70.1	256	101	2
Portland	81.0	197	53	1
South Portland	26.9	656	322	4
MARYLAND				
Annapolis	29.3	404	85	5
Baltimore	965.2	8	9	1
Bethesda	78.1	229	79	2
Cumberland	38.7	349	50	4
Hagerstown	39.8	305	28	3
MASSACHUSETTS				
Arlington	49.3	520	189	28
Attleboro	25.6	653	319	37
Belmont	29.6	562	231	31
Beverly	33.2	531	200	29
Boston	748.2	7	7	1
Braintree	30.0	680	346	43
Brockton	62.8	253	96	14
Brookline	64.6	246	93	13
Cambridge	123.1	88	37	4
Chelsea	35.4	504	173	26
Chicopee	56.2	464	187	23
Everett	44.5	585	253	32
Fall River	107.0	189	87	9
Fitchburg	43.7	393	77	21
Framingham	34.1	508	177	27
Gloucester	26.6	642	308	36
Haverhill	46.0	467	138	24
Holyoke	54.2	295	129	18
Lawrence	72.9	190	54	11
Leominster	25.2	622	288	34
Lowell	94.5	181	49	10
Lynn	99.0	183	21	7
Malden	60.1	335	153	19
Malborough-Hudson	26.4	654	320	38
Medford	67.4	209	61	12
Melrose	30.1	610	276	33
Methuen	26.9	672	338	41
Natick	26.7	679	345	42
New Bedford	107.5	141	74	6
Newton	90.1	124	9	5
Northampton	31.1	635	301	35
Peabody	29.2	687	352	44
Pittsfield	56.9	283	122	17
Quincy	85.7	172	36	8
Revere	41.3	472	143	25
Salem	41.6	398	80	22
Somerville	94.9	254	99	15
Springfield	168.6	78	27	3
Taunton	42.1	543	212	30
Waltham	53.7	373	107	20
Watertown	39.9	274	18	18
Weymouth	49.2	671	337	40
Woburn	28.1	657	323	39
Worcester	209.3	64	14	2
MICHIGAN				
Adrian	25.8	619	285	31
Allen Park	37.1	506	175	25
Ann Arbor	51.5	318	145	18
Battle Creek	53.5	226	76	12
Bay City	57.8	298	131	15
Benton Harbor-St. Joseph	35.7	338	42	20
Birmingham	25.4	311	30	16
Dearborn	126.0	83	42	4
Detroit	1,951.8	5	5	1
East Detroit	44.3	350	61	21
East Lansing	28.7	689	354	32
Ferndale	33.1	561	230	29
Flint	199.1	57	8	2
Garden City	33.8	701	365	34
Grand Rapids	190.9	60	10	3

Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Hamtramck	39.4	582	250	30
Hazel Park	28.1	527	196	26
Highland Park	44.2	440	118	24
Inkster	35.9	691	356	33
Jackson	54.5	231	81	13
Kalamazoo	80.9	137	13	6
Lansing	126.8	115	58	5
Lincoln Park	61.1	218	66	10
Livonia	50.7	382	162	22
Midland	25.9	538	207	27
Monroe	25.6	556	224	28
Muskegon	51.1	224	74	11
Pontiac	85.3	180	25	7
Port Huron	38.2	314	31	17
Roseville	38.5	439	114	23
Royal Oak	74.8	201	56	9
Saginaw	103.0	175	83	8
St. Clair Shore	72.3	324	147	19
Wyandotte	42.5	238	11	14
MINNESOTA				
Austin	27.4	661	327	7
Duluth	110.2	143	76	3
Mankato-North Mankato	28.8	578	246	6
Minneapolis	557.1	20	20	1
Richfield	45.9	456	128	4
Rochester	36.0	557	226	5
St. Cloud	31.5	662	328	8
St. Louis Park	47.2	673	339	9
St. Paul	342.8	39	12	2
Winona	27.5	683	348	10
MISSISSIPPI				
Biloxi-Gulfport	87.9	287	124	2
Columbus	26.0	693	358	9
Greenville	38.0	552	221	4
Hattiesburg	34.7	624	290	6
Jackson	128.6	156	80	1
Laurel	30.7	678	342	8
Meridian	51.2	427	182	3
Natchez	30.1	686	332	7
Vicksburg	32.8	572	240	5
MISSOURI				
Columbia	46.1	588	256	11
Independence	57.1	382	170	5
Jefferson City	32.5	583	251	10
Joplin	42.6	435	110	7
Kansas City	520.2	35	25	2
Kirkwood	29.4	533	202	9
St. Joseph	91.5	277	117	4
St. Louis	872.2	14	14	1
Sedalia	26.8	670	336	12
Springfield	102.2	205	90	3
University City	57.1	402	177	6
Webster Groves	29.0	526	195	8
MONTANA				
Billings	42.0	330	37	2
Butte-Anaconda	53.0	268	111	1
Great Falls	52.6	348	157	3
Helena	26.3	639	305	5
Missoula	27.5	591	259	4
NEBRASKA				
Grand Island	26.5	627	293	3
Hastings	25.4	641	307	4
Lincoln	129.5	182	86	2
Omaha	302.5	50	20	1
NEVADA				
Las Vegas	55.0	151	20	1
Reno	53.9	302	134	2
NEW HAMPSHIRE				
Concord	29.1	608	274	3
Manchester	85.0	177	40	1
Nashua	38.2	412	92	2
NEW JERSEY				
Atlantic City	62.5	233	83	9
Bayonne	80.0	278	118	12
Belleville	35.5	586	254	32
Bloomfield	53.5	363	163	18
Camden	131.9	128	64	6
East Orange	85.2	251	98	10
Elizabeth	115.5	135	70	7
Englewood	26.7	535	204	29
Fair Lawn	35.0	357	56	16
Garfield	30.4	685	350	39
Hackensack	32.9	327	36	14
Hoboken	51.7	396	175	22
Irvington	63.1	270	113	11
Jersey City	302.2	55	23	2
Kearny	40.4	567	235	30
Linden	35.6	518	187	28
Long Branch	30.5	632	298	37
Maplewood Township	27.0	590	258	33
Montclair	46.6	370	63	19
New Brunswick	42.9	384	71	20
Newark	466.5	38	11	1
North Bergen Township	44.0	612	278	36
Nutley	30.9	581	249	31
Orange	40.5	443	117	26
Passaic-Clifton	138.3	75	24	4
Paterson	145.0	96	44	5
Pennsauken Township	27.9	700	364	40
Perth Amboy	43.5	453	125	27
Plainfield	48.0	203	6	8
Rahway	25.1	646	312	38
Ridgewood	25.6	389	75	21
Teaneck Township	41.4	309	29	13
Trenton	135.4	66	18	3
Union Township	52.1	413	179	23
Union City	53.0	361	161	17
Vineland	38.0	345	47	15
West New York	37.1	418	95	24
West Orange	31.1	595	263	34
Westfield	27.0	417	96	25
Woodbridge Township	42.5	601	269	35
NEW MEXICO				
Albuquerque	196.0	72	21	1
Carlsbad	29.6	617	283	5
Clovis	26.5	694	359	6
Hobbs	29.0	524	193	2
Roswell	38.5	564	233	3
Santa Fe	35.0	571	239	4
NEW YORK				
Albany	144.1	83	32	8
Amsterdam	32.3	579	247	30
Auburn	37.6	429	105	24
Binghamton	82.9	183	43	15
Buffalo	602.5	18	18	3
Dunkirk-Fredonia	26.7	580	248	31
Elmira	55.0	282	121	20
Gloversville-Johnstown	35.5	512	181	28
Hempstead Township	748.4	8	8	2
Ithaca	29.5	546	215	29
Jamestown	42.4	337	41	21
Kingston	30.9	480	150	27
Lackawanna	29.3	401	83	22
Lockport	26.2	475	146	26
Long Beach	28.1	598	266	32
Mount Vernon	78.3	212	84	16
New Rochelle	75.3	230	80	18
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	214	7	17
Niagara Falls	103.3	140	73	13
North Hempstead Township	221.4	34	1	5
North Tonawanda-Tonawanda	83.7	264	107	19
Olean	25.9	620	286	33
Oyster Bay Township	287.3	109	26	10
Rochester	346.1	27	5	4

See bold-face text page 160 for population groups.

Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Rome	49.5	428	104	23
Schenectady	97.5	106	3	9
Syracuse	214.0	54	6	6
Troy	76.5	181	42	14
Utica	106.5	138	72	11
Watertown	36.0	461	133	25
White Plains	51.1	139	14	12
Yonkers	164.5	70	19	7
NORTH CAROLINA				
Asheville	56.1	243	90	5
Burlington	32.0	519	188	13
Charlotte	166.5	95	43	1
Durham	67.9	248	95	6
Fayetteville	48.6	433	109	10
Gastonia	38.2	414	93	9
Goldsboro	28.5	652	318	16
Greensboro	121.9	129	65	2
High Point	47.5	322	35	7
Kannapolis	31.5	496	165	12
Kinston	27.7	689	335	17
Raleigh	66.1	218	69	4
Rocky Mount	34.0	603	270	14
Salisbury-Spencer-East Spencer	28.9	476	147	11
Wilmington	54.8	363	171	8
Wilson	30.0	649	315	15
Winston-Salem	114.0	136	71	3
NORTH DAKOTA				
Bismarck-Mandan	37.0	558	227	3
Fargo	47.4	451	123	1
Grand Forks-East Grand Forks	42.6	522	161	2
Minot	28.5	643	309	4
OHIO				
Akron	309.5	44	18	5
Alliance	32.8	537	206	39
Ashtabula	26.0	486	156	35
Barberton	34.2	406	86	25
Canton	125.7	103	50	8
Chillicothe	26.8	525	194	38
Cincinnati	554.5	19	19	2
Cleveland	962.5	6	6	1
Cleveland Heights	62.7	369	165	21
Columbus	468.0	24	2	3
Cuyahoga Falls	43.6	257	14	15
Dayton	297.1	41	13	4
East Cleveland	41.1	636	302	42
East Liverpool	26.6	544	213	40
Elyria	40.2	473	144	33
Euclid	65.1	312	140	18
Findlay	28.9	598	264	41
Garfield Heights	35.4	697	361	43
Hamilton	70.0	252	97	14
Lakewood	70.0	289	128	17
Lancaster	31.5	509	178	36
Lima	55.9	280	120	16
Lorain	59.0	247	94	12
Mansfield	52.6	168	32	10
Maple Heights	27.7	421	100	28
Marion	37.5	485	155	34
Martins Ferry-Bellaire	25.9	457	129	30
Massillon	36.3	415	94	27
Middletown	45.6	411	91	26
Newark	40.6	332	39	19
Norwood	37.0	468	139	31
Parma	69.6	391	173	24
Portsmouth	42.9	452	124	29
Ravenna-Kent	26.9	344	46	20
Sandusky	33.7	470	141	32
Shaker Heights	36.7	388	74	23
South Euclid	27.5	515	184	37
Springfield	86.1	165	29	9
Steubenville	36.8	260	13	13
Toledo	377.7	48	18	6
Warren	68.8	228	78	11
Youngstown	184.5	65	15	7
Zanesville	44.8	375	66	22
OKLAHOMA				
Ardmore	29.3	611	277	6
Bartlesville	29.7	665	331	10
Enid	43.2	284	20	3
Lawton	57.5	441	184	5
Midwest City	31.0	668	334	11
Muskogee	41.1	426	103	4
Norman	39.2	616	282	7
Oklahoma City	299.5	45	17	1
Ponca City	25.6	645	311	9
Shawnee	28.4	634	300	8
Stillwater	25.4	674	340	12
Tulsa	265.5	58	24	2
OREGON				
Eugene-Springfield	61.6	207	59	2
Portland	414.1	25	3	1
Salem	47.5	355	54	3
PENNSYLVANIA				
Abington Township	53.4	696	194	38
Aliquippa-Rochester	43.5	296	25	18
Allentown	113.7	112	56	5
Altoona	75.6	232	82	14
Beaver Falls-New Brighton	31.3	568	236	34
Cheltenham Township	36.6	699	383	39
Chester	71.8	128	11	6
Easton-Wilson-Phillipsburg	64.3	223	73	12
Easton	35.7	227	26	19
Erie	146.5	98	46	3
Greensburg-South Greensburg-Southwest Greensburg	26.9	454	126	28
Harrisburg	92.2	150	19	8
Haverford Township	52.4	661	193	37
Hazelton	34.7	489	159	30
Homestead-West Homestead-Munhall	31.2	320	33	22
Johnstown	65.0	211	63	11
Lancaster	65.7	166	47	10
Lebanon	34.0	458	130	29
Levittown	72.0	316	143	21
Lower Merion Township	60.0	326	149	23
McKeesport	46.7	235	9	15
Mt. Lebanon Township	35.4	653	222	32
New Castle	50.9	306	136	20
New Kensington	38.2	446	120	27
Norristown	40.0	272	16	17
Oil City-Franklin	30.5	500	169	31
Philadelphia	2,207.2	4	4	1
Pittsburgh	686.5	16	16	2
Pottstown	25.8	597	265	35
Reading	113.5	107	53	4
Scranton	128.0	142	75	7

Food Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Sharon-Farrell	46.4	400	82	25
State College-Bellefonte	28.7	625	291	36
Upper Darby Township	94.1	170	34	9
Washington	26.0	399	81	24
West Mifflin	27.5	703	367	40
Wilkes-Barre	73.8	227	77	13
Wilkinsburg	31.2	559	226	33
Williamsport	48.2	407	87	26
York	63.6	245	92	16
RHODE ISLAND				
Cranston	62.1	450	166	6
East Providence	40.0	331	38	4
Newport	44.0	628	294	7
Pawtucket-Central Falls	106.7	204	80	2
Providence	230.4	71	20	1
Warwick	56.5	371	166	5
Woonsocket	51.3	308	138	3
SOUTH CAROLINA				
Charleston	71.8	200	55	3
Columbia	111.1	155	79	1
Florence	26.8	631	297	6
Greenville	70.0	185	45	2
Rock Hill	30.3	640	306	7
Spartanburg	41.2	402	84	4
Sumter	25.0	593	261	5
SOUTH DAKOTA				
Rapid City	41.6	456	127	2
Sioux Falls	66.0	303	135	1
TENNESSEE				
Chattanooga	156.1	85	34	3
Jackson	37.5	538	207	5
Johnson City	28.1	540	209	6
Knoxville	132.0	101	46	4
Memphis	493.9	29	6	1
Nashville	184.0	63	13	2
Oak Ridge	28.3	577	245	7
TEXAS				
Abilene	70.1	298	130	19
Amarillo	139.5	162	76	10
Austin	198.2	104	51	7
Baytown	28.9	304	27	20
Beaumont	123.1	123	63	8
Bellaire	26.6	692	357	40
Big Spring	29.5	556	225	29
Brownsville-Harlingen-McAllen	115.1	179	84	12
Bryan	29.6	536	205	27
Corpus Christi	175.1	86	35	6
Dallas	686.5	16	16	2
Denison	25.5	650	316	35
Denton	30.0	664	330	38
El Paso	263.0	69	25	5
Fort Worth	399.0	37	10	4
Galveston	73.5	307	137	21
Garland	31.6	615	281	32
Grand Prairie	36.0	549	218	28
Houston	922.0	10	10	1
Irving	42.5	655	321	36
Laredo	66.7	492	189	25
Longview	41.2	573	241	30
Lubbock	145.1	149	77	9
Marshall	28.4	659	325	37
Midland	55.3	275	115	17
Odessa	77.4	216	67	14
Orange	31.4	502	171	26
Pasadena	59.0	263	106	16
Port Arthur	65.0	202	57	13
San Angelo	69.6	286	123	18
San Antonio	565.0	31	24	3
Sherman	26.1	644	310	34
Temple	34.5	589	257	31
Texarkana (Tex.)-Texarkana (Ark.)	51.4	425	161	23
Texas City	33.0	623	289	33
Tyler	56.6	313	141	22
University Park	30.2	678	344	39
Victoria	40.0	471	142	24
Waco	106.2	168	81	11
Wichita Falls	97.3	238	102	15
UTAH				
Ogden	68.5	236	85	2
Provo	41.6	647	313	3
Salt Lake City	226.5	59	9	1
VERMONT				
Burlington	37.1	494	103	1
VIRGINIA				
Alexandria	99.1	94	1	3
Bristol (Tenn.)-Bristol (Va.)	35.9	516	185	10
Charlottesville	30.5	442	116	9
Danville	50.3	405	178	8
Lynchburg	53.3	397	176	7
Newport News-Hampton-Warwick	190.1	100	47	4
Norfolk-Portsmouth-South Norfolk	420.7	42	14	1
Petersburg-Hopewell-Colonial Heights	66.6	222	72	6
Richmond	242.0	49	4	2
Roanoke	104.6	196	88	5
Staunton	25.2	686	351	11
WASHINGTON				
Bellingham	36.9	614	280	9
Bremerton	29.1	574	242	8
Everett	35.1	343	45	6
Pasco-Kennewick-Richland	51.9	279	119	4
Seattle	586.8	17	17	1
Spokane	191.2	68	18	2
Tacoma	159.5	77	28	3
Vancouver	42.1	444	118	7
Walla Walla	25.8	628	294	10
Yakima	47.0	319	32	5
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	599	267	8
Charleston-South Charleston	118.3	92	41	1
Clarksburg	33.2	422	101	5
Fairmont	30.5	462	134	6
Huntington	93.0	169	33	2
Morgantown	30.0	534	203	7
Parkersburg	60.0	317	144	4
Weirton	33.2	695	360	9
Wheeling	65.1	294	128	3
WISCONSIN				
Appleton-Neenah-Menasha	82.0	206	58	6
Beloit	36.1	517	186	14
Eau Claire	40.5	541	210	16
Fond du Lac	32.1	523	192	15
Green Bay	63.4	190	48	5
Janesville	30.2	566	234	18
Kenosha	61.0	266	109	7
La Crosse	51.0	328	150	9
Madison	122.8	121	62	2
Manitowoc-Two Rivers	44.0	431	107	12
Milwaukee	765.0	13	13	1
Oshkosh	46.2	408	88	11
Racine	84.4	184	44	4
Sheboygan	48.3	388	72	10
Superior	35.9	513	182	13
Wausau	32.6	563	232	17
Wauwatosa	56.5	325	148	8
West Allis	69.9	171	35	3
WYOMING				
Casper	35.7	372	64	1
Cheyenne	38.1	447	121	2

General Merchandise Store Sales Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ALABAMA				
Anniston	35.2	353	77	7
Bessemer	32.4	444	144	10
Birmingham	366.5	45	17	1
Dothan	29.7	433	137	9
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	325	125	6
Gadsden	70.2	308	119	5
Huntsville	60.2	274	108	4
Mobile-Prichard	219.7	94	39	2
Montgomery	130.6	126	58	3
Phenix City	27.3	700	366	12
Selma	28.4	528	217	11
Tuscaloosa-Northport	66.5	411	150	8
ALASKA				
Anchorage	33.4	383	98	1

See bold-face text page 160 for population groups.

General Merchandise Store Sales Ranking, 703 Cities–(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ARIZONA				
Mesa	31.0	532	221	3
Phoenix	241.3	64	17	1
Tucson	110.0	121	55	2
ARKANSAS				
El Dorado	26.0	612	202	3
Fort Smith	62.1	273	105	2
Hot Springs	33.2	516	206	4
Little Rock-North Little Rock	192.3	76	25	1
Pine Bluff	46.3	538	226	5
CALIFORNIA				
Alameda	70.9	603	180	51
Alhambra	56.8	302	117	29
Altadena Township	53.2	648	198	62
Anaheim	79.1	427	154	39
Arcadia	40.3	507	197	45
Bakersfield	54.1	96	5	10
Belvedere Township	48.3	578	261	50
Berkeley	120.9	265	87	28
Beverly Hills	31.1	144	3	18
Burbank	93.5	291	116	28
Chula Vista	37.6	621	298	54
Compton	72.8	92	4	9
Concord	29.1	645	319	60
Costa Mesa	27.6	695	361	74
Culver City	35.1	389	104	35
Daly City	35.1	688	354	71
East Bakersfield	60.6	658	190	65
El Cajon	29.2	501	193	43
Eureka	30.1	313	52	30
Fremont	27.4	678	344	70
Fresno	123.7	102	44	12
Fullerton	53.0	632	183	58
Gardena	32.4	638	313	59
Garden Grove	66.6	647	185	61
Glendale	115.8	136	64	16
Hawthorne	32.3	629	305	56
Hayward	61.0	380	145	36
Huntington Park	29.6	290	38	27
Inglewood	62.8	101	7	11
Lakewood	61.6	127	18	15
La Mesa	25.4	654	323	64
Long Beach-Lakewood	383.9	33	9	4
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	672	339	69
Manhattan Beach	34.5	691	357	72
Menlo Park	27.1	661	329	68
Modesto	35.2	243	20	23
Monrovia	26.0	502	194	44
Montebello	31.1	613	290	53
Monterey Park	33.9	659	327	66
Mountain View	26.5	606	280	52
National City	33.5	624	300	55
Oakland	416.1	30	7	3
Oildale	25.0	693	359	73
Ontario-Upland	59.6	456	159	41
Oxnard	34.8	553	240	48
Palo Alto	49.2	356	79	33
Pasadena	123.0	57	12	7
Pomona	63.1	257	95	25
Redlands	26.7	565	251	49
Redondo Beach	45.7	540	228	47
Redwood City	45.6	403	115	37
Richmond	74.4	247	90	24
Riverside	82.3	204	59	22
Sacramento	171.2	55	10	6
San Bernardino	91.3	105	8	13
San Diego	522.6	35	25	5
San Francisco	801.5	19	19	2
San Jose	160.7	75	24	8
San Leandro	63.7	434	156	40
San Mateo	69.0	137	22	17
Santa Ana	75.3	110	16	14
Santa Barbara	57.3	406	148	38
Santa Clara	44.2	649	321	63
Santa Monica	84.5	167	36	19
Santa Rosa	33.7	200	12	21
South Gate	55.3	525	169	46
South San Francisco	39.2	660	328	67
Stockton	86.3	170	38	20
Sunnyvale	42.1	631	307	57
Torrance	90.0	484	164	42
Vallejo	64.0	366	140	34
Ventura	25.9	323	59	31
Whittier	33.7	345	70	32
COLORADO				
Aurora	37.3	428	132	5
Boulder	34.5	602	281	7
Colorado Springs	73.9	226	74	2
Denver	527.5	21	20	1
Englewood	34.0	498	190	6
Grand Junction	25.3	395	109	4
Pueblo	98.5	246	89	3
CONNECTICUT				
Bridgeport	170.7	89	35	2
Bristol	45.6	615	292	15
East Hartford	39.1	694	360	19
Greenwich	51.5	664	191	17
Hartford	188.7	42	2	1
Manchester	40.6	489	183	12
Meriden-Wallingford	67.5	324	124	7
Middletown	37.2	384	99	10
New Britain	86.6	388	141	9
New Haven	167.0	107	48	3
New London	31.3	341	67	8
Norwalk	62.8	410	149	11
Norwich	40.8	311	50	6
Stamford	89.0	153	28	4
Stratford	44.9	689	356	18
Torrington	30.4	511	201	13
Waterbury	113.7	222	85	5
West Hartford	57.9	652	188	16
West Haven	37.8	534	222	14
DELAWARE				
Wilmington	115.1	77	26	1
DIST. OF COLUMBIA				
Washington, D. C.	824.6	17	17	1
FLORIDA				
Clearwater	41.3	424	131	12
Coral Gables	34.4	562	248	17
Daytona Beach	44.7	300	44	10
Fort Lauderdale	91.8	150	27	6
Fort Pierce	25.3	597	278	21
Gainesville	32.9	579	262	19
Hialeah	58.3	566	173	18
Hollywood	37.6	519	209	15
Jacksonville	235.3	59	14	3
Key West	51.1	589	177	20
Lakeland	43.8	296	41	9
Miami	300.3	34	10	1
Miami Beach	54.9	543	171	16
North Miami	28.4	637	312	22
Orlando	89.3	66	1	5
Panama City	33.9	397	110	11
Pensacola	53.2	198	55	7
St. Petersburg	173.2	52	7	2
Sarasota	38.7	496	188	14
Tallahassee	46.9	435	138	13
Tampa	264.6	60	20	4
West Palm Beach	82.2	202	57	8
GEORGIA				
Albany	47.1	464	162	7
Athens	37.0	471	169	8
Atlanta	510.0	10	10	1
Augusta	101.2	146	67	3
Brunswick	26.5	601	269	13
Columbus	129.6	155	72	5
Decatur	26.9	428	133	6
East Point	35.3	650	322	14
La Grange	27.8	577	260	12
Macon	87.1	149	26	4
Marietta	44.3	535	223	9
Rome	38.4	580	247	10
Savannah	139.8	143	66	2
Valdosta	33.7	573	256	11
HAWAII				
Hilo	28.4	584	266	2
Honolulu	326.3	71	24	1
IDAHO				
Boise	34.2	182	9	1
Idaho Falls	28.6	393	107	2
Pocatello	26.8	449	149	3
ILLINOIS				
Alton-Woods River-East Alton	57.0	336	132	20
Aurora	66.2	186	49	14
Belleville	39.5	401	113	23
Berwyn	53.0	365	139	22
Bloomington-Normal	47.6	306	48	18
Carbondale-Herrin-Murphysboro	33.1	564	250	31
Champaign-Urbana	78.6	173	40	10
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	416	126	24
Cicero	68.3	598	178	34
Danville	41.4	258	26	16
Decatur	77.1	160	33	6
Des Plaines	32.0	546	233	30
East St. Louis	89.5	254	93	15
Elgin	48.7	176	8	11
Elmhurst	37.8	522	212	28
Evanston	75.8	114	12	3
Freeport	25.7	440	142	25
Galesburg	35.7	351	75	21
Granite City	38.2	575	256	32
Harvey	25.5	576	258	33
Joliet	61.3	165	35	7
Kankakee	28.6	318	64	19
La Salle-Peru-Oglesby	26.9	600	279	35
Maywood	29.4	696	362	38
Moline-East Moline-Rock Island	109.6	171	76	9
Oak Park	60.3	181	45	13
Park Forest	29.9	166	6	8
Park Ridge	30.4	655	324	36
Pekin	26.6	531	220	29
Peoria	119.8	78	27	2
Quincy	45.3	297	42	17
Rockford	120.1	117	53	4
Skokie	54.8	461	160	26
Springfield	89.2	119	15	5
Sterling-Rock Falls	27.4	582	194	27
Waukegan	52.4	179	43	12
Wilmette	25.5	662	330	37
INDIANA				
Anderson	51.0	313	121	10
Bloomington	40.7	542	230	16
Elkhart	39.3	361	83	12
Evansville	139.6	128	60	7
Fort Wayne	152.5	73	22	2
Gary	176.8	90	36	4
Hammond-East Chicago	169.4	106	47	5

See bold-face text page 160 for population groups.

General Merchandise Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Indianapolis	463.2	29	1	1
Kokomo	46.6	339	65	11
Lafayette-West Lafayette	53.2	242	87	8
Marion	36.7	387	102	14
Michigan City	32.4	403	115	15
Muncie	65.3	288	101	9
New Albany	38.1	549	236	17
Richmond	45.0	370	87	13
South Bend-Mishawaka	167.7	84	31	3
Terre Haute	73.2	124	18	6
IOWA				
Ames	29.6	523	213	14
Burlington	30.0	366	86	10
Cedar Rapids	86.2	175	41	4
Clinton	35.1	318	85	7
Council Bluffs	52.5	506	188	13
Davenport	91.5	125	17	3
Des Moines	212.2	69	19	1
Dubuque	59.6	211	62	6
Fort Dodge	27.7	344	69	8
Iowa City	34.3	373	89	11
Mason City	35.1	382	84	9
Ottumwa	38.1	486	180	12
Sioux City	95.9	118	14	2
Waterloo	80.8	184	47	5
KANSAS				
Hutchinson	37.5	304	46	4
Kansas City	131.2	256	86	3
Salina	36.2	337	64	5
Topeka	112.8	174	77	2
Wichita	253.1	63	23	1
KENTUCKY				
Ashland	34.5	357	80	6
Bowling Green	30.1	558	245	8
Covington	70.1	328	128	4
Frankfort	25.3	641	315	9
Lexington	64.9	141	25	2
Louisville	417.1	40	13	1
Newport	33.2	555	242	7
Owensboro	50.4	282	110	3
Paducah	47.6	343	68	5
LOUISIANA				
Alexandria-Pineville	55.4	208	61	4
Baton Rouge	166.1	95	40	2
Bossier City	28.0	676	342	9
Lafayette	49.9	267	29	7
Lake Charles	70.7	219	69	5
Monroe-West Monroe	66.8	229	76	6
New Iberia	26.5	610	208	8
New Orleans	680.1	23	22	1
Shreveport	167.9	122	56	3
MAINE				
Bangor	38.5	210	14	2
Lewiston-Auburn	70.1	276	107	3
Portland	81.0	132	19	1
South Portland	28.9	698	365	4
MARYLAND				
Annapolis	29.3	587	269	5
Baltimore	965.2	8	8	1
Bethesda	78.1	185	48	2
Cumberland	38.7	303	46	4
Hagerstown	39.6	232	16	3
MASSACHUSETTS				
Arlington	49.3	668	333	38
Attleboro	25.6	670	337	40
Belmont	29.6	687	363	44
Beverly	33.2	596	277	31
Boston	748.2	6	6	1
Braintree	30.6	695	351	41
Brockton	62.6	256	94	13
Brookline	64.6	561	172	26
Cambridge	123.1	97	41	4
Chelsea	35.4	634	309	33
Chicopee	56.2	622	182	32
Everett	44.5	640	314	35
Fall River	107.0	279	88	17
Fitchburg	43.7	407	118	20
Framingham	34.1	168	7	6
Gloucester	26.6	570	254	27
Haverhill	46.0	469	167	22
Holyoke	54.2	283	111	18
Lawrence	72.9	284	100	16
Leominster	26.2	590	271	28
Lowell	94.5	215	66	8
Lynn	99.6	221	71	9
Malden	60.1	244	88	11
Marlborough-Hudson	26.4	518	206	24
Medford	67.4	249	91	12
Melrose	30.1	668	335	39
Methuen	26.9	657	326	36
Natick	28.7	692	358	43
New Bedford	107.5	201	83	7
Newton	90.1	315	122	19
Northampton	31.1	491	188	23
Peabody	29.2	687	353	42
Pittsfield	56.9	260	97	14
Quincy	85.7	164	34	5
Revere	41.3	581	272	29
Salem	41.6	262	27	15
Somerville	94.9	429	155	21
Springfield	168.6	74	23	2
Taunton	42.1	556	243	25
Waltham	53.7	241	88	10
Watertown	39.9	665	332	37
Weymouth	49.2	592	273	30
Woburn	28.1	636	311	34
Worcester	209.3	87	34	3
MICHIGAN				
Adrian	25.6	474	171	23
Allen Park	37.1	690	356	34
Ann Arbor	51.5	280	108	15
Battle Creek	53.5	227	75	12
Bay City	67.6	261	98	14
Benton Harbor-St. Joseph	35.7	305	47	17
Birmingham	25.4	568	270	25
Dearborn	125.0	104	48	5
Detroit	1,961.8	5	5	1
East Detroit	44.3	642	316	29
East Lansing	29.7	680	348	31
Ferndale	33.1	299	43	16
Flint	199.1	81	28	3
Garden City	33.8	684	350	33
Grand Rapids	190.9	56	11	2
Hamtramck	39.4	468	166	21
Hazel Park	26.1	682	349	32
Highland Park	44.2	151	4	6
Inkster	35.9	667	334	30
Jackson	54.5	240	85	13
Kalamazoo	80.9	169	37	9
Lansing	126.6	93	36	4
Lincoln Park	51.1	560	176	24
Livonia	50.7	638	184	25
Midland	25.9	604	282	26
Monroe	25.8	454	154	20
Muskegon	51.1	192	52	10
Pontiac	85.3	138	30	7
Port Huron	38.2	354	78	19
Roseville	38.5	628	304	27
Royal Oak	74.8	327	127	18
Saginaw	103.8	163	75	8
St. Clair Shore	72.3	472	161	22
Wyandotte	42.5	216	15	11
MINNESOTA				
Austin	27.4	557	244	8
Duluth	116.2	112	51	3
Mankato-North Mankato	26.8	415	123	6
Minneapolis	557.1	15	15	1
Richfield	45.9	594	275	9
Rochester	36.0	292	37	4
St. Cloud	31.5	320	56	5
St. Louis Park	47.2	595	276	10
St. Paul	342.8	32	8	2
Winona	27.5	504	196	7
MISSISSIPPI				
Biloxi-Gulfport	87.9	238	114	2
Columbus	26.0	623	299	9
Greenville	36.0	457	156	5
Hattiesburg	34.7	376	92	4
Jackson	126.6	133	63	1
Laurel	30.7	488	182	6
Meridian	51.2	317	123	3
Natchez	30.1	563	265	8
Vicksburg	32.8	569	246	7
MISSOURI				
Columbia	46.1	539	227	10
Independence	57.1	380	144	6
Jefferson City	32.5	494	186	8
Joplin	42.6	295	40	5
Kansas City	520.2	12	12	2
Kirkwood	29.4	607	285	11
St. Joseph	91.5	231	78	4
St. Louis	872.2	11	11	1
Sedalia	26.8	537	225	9
Springfield	102.2	188	80	3
University City	57.1	479	163	7
Webster Groves	29.0	627	303	12
MONTANA				
Billings	42.0	316	53	2
Butte-Anaconda	53.0	329	129	3
Great Falls	62.6	234	80	1
Helena	26.3	567	252	5
Missoula	27.5	515	205	4
NEBRASKA				
Grand Island	28.5	402	114	3
Hastings	25.4	495	187	4
Lincoln	129.5	82	29	2
Omaha	302.5	50	19	1
NEVADA				
Las Vegas	55.0	212	63	1
Reno	53.9	223	72	2
NEW HAMPSHIRE				
Concord	29.1	481	176	3
Manchester	85.0	236	82	1
Nashua	36.2	453	153	2
NEW JERSEY				
Atlantic City	62.8	235	81	11
Bayonne	80.0	571	175	25
Belleville	36.5	550	237	23
Bloomfield	53.5	569	174	24
Camden	131.9	128	89	5
East Orange	85.2	310	120	14
Elizabeth	115.5	183	81	8
Englewood	26.7	617	294	31
Fair Lawn	35.0	88	1	3
Garfield	30.4	673	340	37

See bold-face text page 160 for population groups.

General Merchandise Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Hackensack	32.9	138	2	6
Hoboken	51.7	599	179	27
Irvington	63.1	505	167	20
Jersey City	302.2	208	25	10
Kearny	40.4	644	318	34
Linden	35.6	618	295	32
Long Branch	30.5	612	289	29
Maplewood Township	27.0	520	210	21
Montclair	48.6	455	155	18
New Brunswick	42.9	293	38	13
Newark	466.5	28	5	1
North Bergen Township	44.0	669	336	36
Nutley	30.9	675	341	38
Orange	40.5	480	175	19
Passaic-Clifton	138.3	205	84	9
Paterson	145.0	91	37	4
Pennsauken Township	27.9	698	364	40
Perth Amboy	43.5	352	76	16
Plainfield	48.0	162	5	7
Rahway	26.1	630	306	33
Ridgewood	25.6	609	287	28
Teaneck Township	41.4	527	216	22
Trenton	135.4	70	20	2
Union Township	52.1	436	157	17
Union City	53.0	289	115	12
Vineland	38.0	346	71	15
West New York	37.1	586	268	26
West Orange	31.1	656	325	35
Westfield	27.0	614	291	30
Woodbridge Township	42.5	683	349	39
NEW MEXICO				
Albuquerque	195.0	85	32	1
Carlsbad	29.6	530	219	5
Clovis	26.5	551	238	6
Hobbs	29.0	510	200	4
Roswell	38.5	414	122	2
Santa Fe	35.0	478	174	3
NEW YORK				
Albany	144.1	123	57	8
Amsterdam	32.3	581	263	31
Auburn	37.6	477	173	26
Binghamton	82.9	134	20	9
Buffalo	602.5	24	23	2
Dunkirk-Fredonia	26.7	606	284	32
Elmira	55.0	287	113	17
Gloversville-Johnstown	35.5	548	235	30
Hempstead Township	748.4	31	24	3
Ithaca	29.5	459	156	24
Jamestown	42.4	275	31	16
Kingston	30.9	419	127	22
Lackawanna	29.3	524	214	29
Lockport	26.2	402	177	27
Long Beach	26.1	671	338	33
Mount Vernon	76.3	300	137	20
New Rochelle	75.3	220	70	13
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	248	22	15
Niagara Falls	103.3	196	82	12
North Hempstead Township	221.4	54	9	6
North Tonawanda-Tonawanda	53.7	383	138	21
Olean	25.9	496	191	28
Oyster Bay Township	287.3	443	26	23
Rochester	340.1	36	11	4
Rome	49.5	467	185	25
Schenectady	97.5	154	29	10
Syracuse	214.0	51	6	5
Troy	76.5	238	84	14
Utica	106.5	187	79	11
Watertown	36.0	312	81	19
White Plains	51.1	80	3	7
Yonkers	184.5	301	90	18
NORTH CAROLINA				
Asheville	53.1	159	32	5
Burlington	32.0	438	140	11
Charlotte	168.5	65	18	2
Durham	87.9	203	58	6
Fayetteville	48.6	228	17	7
Gastonia	38.2	251	24	8
Goldsboro	28.5	391	105	10
Greensboro	121.9	46	3	1
High Point	47.5	460	159	15
Kannapolis	31.5	485	179	16
Kinston	27.7	458	157	14
Raleigh	86.1	135	21	4
Rocky Mount	34.0	451	151	13
Salisbury-Spencer-East Spencer	28.9	447	147	12
Wilmington	54.8	372	143	9
Wilson	30.0	654	241	17
Winston-Salem	114.0	108	49	3
NORTH DAKOTA				
Bismarck-Mandan	37.0	348	73	3
Fargo	47.4	250	23	1
Grand Forks-East Grand Forks	42.6	334	63	2
Minot	28.5	394	106	4
OHIO				
Akron	309.5	41	14	5
Alliance	32.8	452	152	27
Ashtabula	26.0	398	111	19
Barberton	34.2	487	181	30
Canton	125.7	130	61	8
Chillicothe	26.8	513	203	33
Cincinnati	554.5	22	21	2
Cleveland	952.5	7	7	1
Cleveland Heights	62.7	651	187	40
Columbus	468.0	26	3	3
Cuyahoga Falls	43.6	386	101	18
Dayton	297.1	39	12	4
East Cleveland	41.1	643	317	39
East Liverpool	26.6	486	164	28
Elyria	40.2	432	136	25
Euclid	66.1	326	128	15
Findlay	28.9	526	215	35
Garfield Heights	35.4	681	347	43
Hamilton	70.0	253	92	14
Lakewood	70.0	492	165	31
Lancaster	31.5	509	199	32
Lima	55.9	180	44	9
Lorain	59.0	422	152	21
Mansfield	52.6	214	65	13
Maple Heights	27.7	679	345	42
Marion	37.5	365	100	17
Martins Ferry-Bellaire	25.9	635	310	38
Massillon	36.3	470	168	29
Middletown	45.6	430	134	23
Newark	40.6	446	146	26
Norwood	37.0	422	130	21
Parma	69.6	653	189	41
Portsmouth	42.9	340	66	16
Ravenna-Kent	26.9	514	204	34
Sandusky	33.7	431	136	24
Shaker Heights	36.7	616	293	37
South Euclid	27.5	665	267	36
Springfield	88.1	194	53	11
Steubenville	36.8	209	13	12
Toledo	377.7	44	16	6
Warren	58.8	191	51	10
Youngstown	184.5	58	13	7
Zanesville	44.8	409	120	20
OKLAHOMA				
Ardmore	29.3	439	141	7
Bartlesville	29.7	543	231	8
Enid	43.2	322	58	3
Lawton	57.5	342	134	4
Midwest City	31.0	646	320	12
Muskogee	41.1	347	72	5
Norman	30.2	572	255	10
Oklahoma City	299.5	43	15	1
Ponca City	25.6	563	249	9
Shawnee	28.4	437	139	6
Stillwater	25.4	619	296	11
Tulsa	285.5	61	21	2
OREGON				
Eugene-Springfield	61.6	207	60	2
Portland	414.1	25	2	1
Salem	47.5	245	21	3
PENNSYLVANIA				
Abington Township	53.4	701	193	38
Aliquippa-Rochester	43.5	277	32	21
Allentown	113.7	62	15	3
Altoona	75.5	217	67	14
Beaver Falls-New Brighton	31.3	536	224	34
Cheltenham Township	36.8	284	34	22
Chester	71.8	183	46	12
Easton-Wilson-Phillipsburg	64.3	233	79	17
Easton	35.7	252	25	19
Erie	146.5	99	42	6
Greensburg-South Greensburg-Southwest Greensburg	26.9	358	61	27
Harrisburg	92.2	79	2	4
Haverford Township	52.4	702	194	39
Hazleton	34.7	373	89	28
Homestead-West Homestead-Munhall	31.2	496	188	33
Johnstown	66.0	98	6	5
Lancaster	65.7	115	13	8
Lebanon	34.0	400	112	30
Levittown	72.0	224	73	16
Lower Merion Township	60.0	213	64	13
McKeesport	46.7	309	49	23
Mt. Lebanon Township	35.4	677	343	37
New Castle	50.9	350	136	26
New Kensington	36.2	378	94	29
Norristown	40.0	239	19	18
Oil City-Franklin	30.5	490	184	32
Philadelphia	2,207.2	4	4	1
Pittsburgh	686.5	9	9	2
Pottstown	25.8	483	181	31
Reading	113.5	120	54	10
Scranton	128.0	116	52	9
Sharon-Farrell	46.4	330	60	25
State College-Bellefonte	26.7	605	283	36
Upper Darby Township	94.1	218	68	15
Washington	26.9	321	97	24
West Mifflin	27.5	703	367	40
Wilkes-Barre	73.8	109	9	7
Wilkinsburg	31.2	568	253	35
Williamsport	43.2	266	28	20
York	63.6	158	31	11
RHODE ISLAND				
Cranston	62.1	611	161	7
East Providence	40.0	486	163	4
Newport	44.0	521	211	5
Pawtucket-Central Falls	106.7	298	89	2
Providence	230.4	47	4	1
Warwick	56.5	532	170	6
Woonsocket	51.3	412	101	3
SOUTH CAROLINA				
Charleston	71.8	178	42	3

See bold-face text page 160 for population groups.

General Merchandise Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK Among U. S. Cities	RANK In Population Group	RANK Among Cities in State
Columbia	111.1	152	71	2
Florence	28.8	392	106	5
Greenville	70.0	113	11	1
Rock Hill	30.3	582	284	7
Spartanburg	41.2	272	30	4
Sumter	26.0	520	218	6
SOUTH DAKOTA				
Rapid City	41.6	442	143	2
Sioux Falls	66.0	190	50	1
TENNESSEE				
Chattanooga	158.1	100	43	4
Jackson	37.5	417	125	6
Johnson City	28.1	381	96	5
Knoxville	132.0	72	21	3
Memphis	493.9	27	4	1
Nashville	184.0	63	8	2
Oak Ridge	28.3	541	229	7
TEXAS				
Abilene	70.1	270	103	15
Amarillo	139.5	147	69	9
Austin	195.2	131	62	8
Baytown	28.9	416	124	26
Beaumont	123.1	148	70	10
Bellaire	26.6	686	352	40
Big Spring	29.5	475	172	27
Brownsville-Harlingen-McAllen	115.1	157	73	11
Bryan	29.6	574	267	34
Corpus Christi	175.1	103	45	6
Dallas	668.5	13	13	1
Denison	25.5	593	274	35
Denton	30.0	500	192	30
El Paso	263.0	67	22	5
Fort Worth	390.0	29	6	3
Galveston	73.5	337	133	19
Garland	31.8	620	297	36
Grand Prairie	36.0	506	198	31
Houston	922.0	18	18	2
Irving	42.5	663	331	39
Laredo	66.7	355	136	20
Longview	41.2	377	93	22
Lubbock	145.1	111	50	7
Marshall	28.4	552	239	33
Midland	55.3	476	162	28
Odessa	77.4	281	109	17
Orange	31.4	626	302	37
Pasadena	59.0	493	166	29
Port Arthur	65.0	263	99	14
San Angelo	69.6	286	112	18
San Antonio	565.0	38	26	4
Sherman	26.1	547	234	32
Temple	34.5	379	95	23
Texarkana (Tex.)-Texarkana (Ark.)	61.4	271	104	16
Texas City	33.0	633	306	38
Tyler	58.6	369	142	21
University Park	30.2	382	97	24
Victoria	40.0	413	121	25
Waco	106.2	161	74	12
Wichita Falls	97.3	230	77	13
UTAH				
Ogden	68.5	331	130	2
Provo	41.0	368	103	3
Salt Lake City	226.5	49	5	1
VERMONT				
Burlington	37.1	286	35	1
VIRGINIA				
Alexandria	90.1	237	83	5
Bristol (Tenn.)-Bristol (Va.)	35.9	349	74	8
Charlottesville	30.5	448	148	10
Danville	50.3	335	131	7
Lynchburg	53.3	269	102	6
Newport News-Hampton-Warwick	190.1	177	78	4
Norfolk-Portsmouth-South Norfolk	420.7	48	18	2
Petersburg-Hopewell-Colonial Heights	66.6	399	147	9
Richmond	242.0	37	1	1
Roanoke	104.6	142	65	3
Staunton	25.2	545	232	11
WASHINGTON				
Bellingham	36.9	462	160	9
Bremerton	29.1	364	85	6
Everett	35.1	294	39	5
Pasco-Kennewick-Richland	51.9	396	146	7
Seattle	586.8	16	16	1
Spokane	191.2	63	16	2
Tacoma	159.5	86	33	3
Vancouver	42.1	473	170	10
Walla Walla	25.8	445	145	8
Yakima	47.0	189	10	4
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	420	128	7
Charleston-South Charleston	118.3	83	30	1
Clarksburg	33.2	333	62	5
Fairmont	30.5	371	88	6
Huntington	93.0	139	23	2
Morgantown	30.0	421	129	8
Parkersburg	60.0	199	56	4
Weirton	33.2	625	301	9
Wheeling	65.1	140	24	3
WISCONSIN				
Appleton-Neenah-Menasha	82.0	197	54	5
Beloit	36.1	408	119	13
Eau Claire	40.5	278	33	8
Fond du Lac	32.1	450	150	16
Green Bay	63.4	172	39	3
Janesville	30.2	405	117	12
Kenosha	61.0	426	153	14
La Crosse	51.0	259	96	7
Madison	122.8	146	68	2
Manitowoc-Two Rivers	44.0	375	91	11
Milwaukee	765.0	14	14	1
Oshkosh	46.2	195	11	4
Racine	84.4	307	118	9
Sheboygan	48.3	225	16	6
Superior	35.9	517	207	17
Wausau	32.6	332	61	10
Wauwatosa	58.5	674	192	18
West Allis	69.9	441	158	15
WYOMING				
Casper	35.7	359	82	1
Cheyenne	38.1	483	178	2

Furn.-House.-Appliance Store Sales Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK Among U. S. Cities	RANK In Population Group	RANK Among Cities in State
ALABAMA				
Anniston	35.2	351	66	8
Bessemer	32.4	569	265	11
Birmingham	366.5	48	16	1
Dothan	29.7	573	252	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	333	134	6
Gadsden	70.2	323	128	5
Huntsville	60.2	246	86	4
Mobile-Prichard	219.7	80	28	2
Montgomery	130.5	134	67	3
Phenix City	27.3	693	358	12
Selma	26.4	473	163	9
Tuscaloosa-Northport	66.5	336	137	7
ALASKA				
Anchorage	33.4	316	48	1
ARIZONA				
Mesa	31.0	328	56	3
Phoenix	241.3	35	2	1
Tucson	110.0	112	53	2
ARKANSAS				
El Dorado	26.0	446	142	3
Fort Smith	62.1	358	144	2
Hot Springs	33.2	524	206	5
Little Rock-North Little Rock	192.3	107	50	1
Pine Bluff	46.3	476	166	4
CALIFORNIA				
Alameda	70.9	481	169	52
Alhambra	56.8	136	16	19
Altadena Township	53.2	616	184	64
Anaheim	79.1	207	110	35
Arcadia	40.3	533	215	57
Bakersfield	54.1	110	7	12
Belvedere Township	48.3	652	323	67
Berkeley	120.9	94	39	10
Beverly Hills	31.1	137	3	18
Burbank	93.5	153	25	21
Chula Vista	37.6	477	167	51
Compton	72.8	156	28	24

See bold-face text page 160 for population groups.

Furn.- House.- Appliance Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Concord	29.1	608	283	63
Costa Mesa	27.6	674	343	71
Culver City	35.1	256	23	33
Daly City	35.1	661	331	69
East Bakersfield	60.6	677	190	72
El Cajon	29.2	436	135	49
Eureka	30.1	363	76	40
Fremont	27.4	629	301	65
Fresno	123.7	42	6	8
Fullerton	53.0	226	73	30
Gardena	32.4	530	212	56
Garden Grove	66.6	438	161	50
Glendale	115.8	95	40	11
Hawthorne	32.3	361	75	39
Hayward	61.0	279	105	34
Huntington Park	29.6	170	6	25
Inglewood	62.8	155	27	23
Lakewood	61.6	679	192	73
La Mesa	25.4	565	246	61
Long Beach-Lakewood	383.9	32	6	6
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	562	242	60
Manhattan Beach	34.5	542	224	59
Menlo Prak	27.1	501	186	55
Modesto	35.2	233	17	32
Monrovia	26.0	482	171	53
Montebello	31.1	536	218	58
Monterey Park	33.9	658	328	68
Mountain View	26.5	381	91	44
National City	33.5	424	126	47
Oakland	416.1	18	2	3
Oildale	25.0	696	361	74
Ontario-Upland	59.6	348	143	37
Oxnard	34.8	427	129	48
Palo Alto	49.2	215	11	27
Pasadena	123.0	74	22	9
Pomona	63.1	220	69	29
Redlands	26.7	500	185	54
Redondo Beach	45.7	383	93	45
Redwood City	45.6	374	85	43
Richmond	74.4	218	67	28
Riverside	82.3	154	26	22
Sacramento	171.2	29	1	5
San Bernardino	91.3	116	9	13
San Diego	522.6	21	19	4
San Francisco	801.5	10	10	2
San Jose	160.7	41	5	7
San Leandro	63.7	373	147	42
San Mateo	69.0	183	43	26
Santa Ana	75.3	117	10	14
Santa Barbara	57.3	149	22	20
Santa Clara	44.2	574	253	62
Santa Monica	84.5	120	11	15
Santa Rosa	33.7	349	64	38
South Gate	55.3	343	139	36
South San Francisco	39.2	648	319	66
Stockton	86.3	127	13	16
Sunnyvale	42.1	672	342	70
Torrance	99.0	391	151	46
Vallejo	64.0	230	78	31
Ventura	25.9	368	81	14
Whittier	33.7	133	2	17
COLORADO				
Aurora	37.3	598	274	7
Boulder	34.5	479	169	6
Colorado Springs	73.9	135	15	2
Denver	527.5	20	18	1
Englewood	34.0	321	52	4
Grand Junction	25.3	324	54	5
Pueblo	99.5	175	37	3
CONNECTICUT				
Bridgeport	170.7	71	19	3
Bristol	45.6	466	158	12
East Hartford	39.1	663	333	18
Greenwich	51.5	543	177	14
Hartford	188.7	56	8	1
Manchester	40.6	557	237	15
Meriden-Wallingford	67.5	270	100	9
Middletown	37.2	510	194	13
New Britain	86.8	146	20	5
New Haven	167.0	69	18	2
New London	31.3	250	21	8
Norwalk	62.8	152	24	6
Norwich	40.8	418	122	11
Stamford	89.0	169	33	7
Stratford	44.9	665	335	19
Torrington	30.4	558	238	16
Waterbury	113.7	114	55	4
West Hartford	57.9	387	150	10
West Haven	37.8	662	332	17
DELAWARE				
Wilmington	115.1	54	7	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	12	12	1
FLORIDA				
Clearwater	41.3	269	30	13
Coral Gables	34.4	239	20	11
Daytona Beach	44.7	264	27	12
Fort Lauderdale	91.8	70	2	4
Fort Pierce	25.3	460	153	21
Gainesville	32.9	435	134	20
Hialeah	58.3	325	129	16
Hollywood	37.6	300	41	15
Jacksonville	235.3	38	3	2
Key West	51.1	574	180	22
Lakeland	43.8	276	32	14
Miami	300.3	16	1	1
Miami Beach	54.9	346	141	18
North Miami	28.4	111	1	7
Orlando	89.3	81	3	5
Panama City	33.9	338	58	17
Pensacola	53.2	150	23	9
St. Petersburg	173.2	124	60	8
Sarasota	38.7	201	9	10
Tallahassee	45.9	369	97	19
Tampa	264.5	52	20	3
West Palm Beach	62.2	89	4	6
GEORGIA				
Albany	47.1	344	63	6
Athens	37.0	461	154	9
Atlanta	510.0	28	24	1
Augusta	101.2	167	80	4
Brunswick	26.5	503	188	11
Columbus	129.6	140	69	3
Decatur	26.9	569	265	12
East Point	35.3	594	270	13
La Grange	27.8	600	276	14
Macon	87.1	210	61	5
Marietta	44.3	406	111	7
Rome	38.4	456	149	8
Savannah	139.8	122	59	2
Valdosta	33.7	492	180	10
HAWAII				
Hilo	28.4	642	313	2
Honolulu	326.3	53	21	1
IDAHO				
Boise	34.2	236	19	1
Idaho Falls	28.6	414	118	2
Pocatello	26.8	432	132	3
ILLINOIS				
Alton-Woods River-East Alton	57.0	241	81	10
Aurora	58.2	282	107	15
Belleville	39.5	253	22	12
Berwyn	53.0	258	95	13
Bloomington-Normal	47.6	320	51	19
Carbondale-Herrin-Murphysboro	33.1	365	79	21
Champaign-Urbana	78.6	281	106	14
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	413	117	23
Cicero	68.3	462	166	24
Danville	41.4	292	38	16
Decatur	77.1	203	55	6
Des Plaines	32.0	659	329	37
East St. Louis	89.5	252	91	11
Elgin	48.7	388	96	22
Elmhurst	37.8	532	214	28
Evanston	75.8	141	17	5
Freeport	25.7	464	156	25
Galesburg	35.7	329	57	20
Granite City	38.2	592	268	31
Harvey	25.5	636	308	35
Joliet	61.3	225	72	9
Kankakee	28.6	312	45	17
La Salle-Peru-Oglesby	26.9	485	174	27
Maywood	29.4	671	341	38
Moline-East Moline-Rock Island	109.6	208	88	8
Oak Park	60.3	466	167	26
Park Forest	29.9	596	272	32
Park Ridge	30.4	576	254	29
Pekin	26.6	597	273	33
Peoria	119.8	88	34	3
Quincy	45.3	314	47	18
Rockford	120.1	84	30	2
Skokie	54.8	657	188	36
Springfield	89.2	115	8	4
Sterling-Rock Falls	27.4	585	261	30
Waukegan	52.4	205	57	7
Wilmette	25.5	612	287	34
INDIANA				
Anderson	51.0	272	101	9
Bloomington	40.7	491	179	13
Elkhart	39.3	498	184	15
Evansville	139.6	99	44	4
Fort Wayne	152.5	97	42	3
Gary	176.6	108	51	6
Hammond-East Chicago	169.4	104	47	5
Indianapolis	463.2	22	3	1
Kokomo	46.6	398	104	12
Lafayette-West Lafayette	53.2	345	140	11
Marion	35.7	496	183	14
Michigan City	32.4	588	264	17
Muncie	65.3	219	68	7
New Albany	38.1	549	230	16
Richmond	45.0	266	28	8
South Bend-Mishawaka	167.7	86	32	2
Terre Haute	73.2	285	109	10
IOWA				
Ames	29.6	630	302	14
Burlington	36.0	455	146	8
Cedar Rapids	86.2	101	5	2
Clinton	35.1	506	191	11
Council Bluffs	52.5	499	173	10
Davenport	91.5	160	30	3
Des Moines	212.2	78	26	1
Dubuque	59.6	405	153	7
Fort Dodge	27.7	615	290	13
Iowa City	34.3	559	239	12
Mason City	35.1	322	53	6
Ottumwa	38.1	459	152	9
Sioux City	95.9	235	77	5
Waterloo	80.8	195	50	4

See bold-face text page 160 for population groups.

Furn.-House.-Appliance Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
KANSAS				
Hutchinson	37.8	407	112	4
Kansas City	131.2	178	81	3
Salina	36.2	539	221	5
Topeka	112.8	106	48	2
Wichita	283.1	50	18	1
KENTUCKY				
Ashland	34.5	433	133	4
Bowling Green	30.1	627	290	9
Covington	70.1	304	120	3
Frankfort	25.3	621	284	8
Lexington	64.9	223	71	2
Louisville	417.1	37	10	1
Newport	33.2	514	196	7
Owensboro	50.4	441	162	5
Paducah	47.6	504	189	6
LOUISIANA				
Alexandria-Pineville	56.4	307	123	6
Baton Rouge	166.1	77	25	2
Bossier City	26.0	690	346	9
Lafayette	40.9	216	12	5
Lake Charles	70.7	337	138	7
Monroe-West Monroe	66.8	211	62	4
New Iberia	26.5	563	243	8
New Orleans	660.1	24	20	1
Shreveport	187.9	92	37	3
MAINE				
Bangor	38.5	381	91	2
Lewiston-Auburn	70.1	386	149	3
Portland	81.0	257	94	1
South Portland	28.9	684	349	4
MARYLAND				
Annapolis	29.3	408	113	4
Baltimore	985.2	7	7	1
Bethesda	78.1	509	174	5
Cumberland	38.7	340	69	3
Hagerstown	39.8	313	46	2
MASSACHUSETTS				
Arlington	49.3	645	316	34
Attleboro	25.6	643	314	33
Belmont	29.6	694	359	43
Beverly	33.2	651	322	35
Boston	748.2	15	15	1
Braintree	30.0	688	353	42
Brockton	62.8	302	119	12
Brookline	64.6	422	156	19
Cambridge	123.1	78	24	3
Chelsea	35.4	611	286	27
Chicopee	56.2	621	186	29
Everett	44.5	614	288	28
Fall River	107.0	148	72	5
Fitchburg	43.7	430	130	20
Framingham	34.1	309	82	18
Gloucester	26.6	656	327	37
Haverhill	46.0	447	143	21
Holyoke	54.2	213	64	9
Lawrence	72.9	207	56	8
Leominster	25.2	624	296	30
Lowell	94.5	193	48	7
Lynn	99.0	244	84	10
Malden	60.1	331	132	15
Marlborough-Hudson	26.4	635	307	32
Medford	67.4	882	182	25
Melrose	30.1	669	339	39
Methuen	26.9	702	366	44
Natick	26.7	570	249	24
New Bedford	107.5	187	84	6
Newton	90.1	332	133	16
Northampton	31.1	631	303	31
Peabody	29.2	686	351	41
Pittsfield	56.9	362	145	17
Quincy	85.7	296	114	11
Revere	41.3	606	282	26
Salem	41.6	309	44	13
Somerville	94.9	512	175	22
Springfield	168.6	100	45	4
Taunton	42.1	537	219	23
Waltham	53.7	330	131	14
Watertown	39.9	685	350	40
Weymouth	49.2	668	338	38
Woburn	28.1	655	326	36
Worcester	209.3	68	17	2
MICHIGAN				
Adrian	25.8	587	263	26
Allen Park	37.1	620	293	28
Abb Arbor	51.5	306	122	14
Battle Creek	53.5	265	98	11
Bay City	57.6	177	39	7
Benton Harbor-St. Joseph	36.7	317	49	15
Birmingham	25.4	448	144	22
Dearborn	125.0	63	14	3
Detroit	1,951.8	5	5	1
East Detroit	44.3	640	311	29
East Lansing	28.7	701	365	34
Ferndale	33.1	359	73	18
Flint	199.1	40	4	2
Garden City	33.8	690	355	33
Grand Rapids	190.9	73	21	4
Hamtramck	30.4	415	119	20
Hazel Park	26.1	670	340	30
Highland Park	44.2	431	131	21
Inkster	35.9	681	347	31
Jackson	54.5	208	111	13
Kalamazoo	80.9	102	6	5
Lansing	126.6	109	85	8
Lincoln Park	51.1	318	127	16
Livonia	50.7	683	193	32
Midland	25.9	531	213	24
Monroe	25.8	535	217	25
Muskegon	51.1	274	102	12
Pontiac	85.3	142	18	6
Port Huron	38.2	411	115	19
Roseville	36.5	602	278	27
Royal Oak	74.8	212	63	10
Saginaw	103.8	196	87	9
St. Claire Shore	72.3	513	178	23
Wyandotte	42.5	341	61	17
MINNESOTA				
Austin	27.4	566	246	7
Duluth	110.2	181	82	3
Mankato-North Mankato	28.8	409	114	5
Minneapolis	557.1	17	16	1
Richfield	45.9	649	320	9
Rochester	36.0	283	35	4
St. Cloud	31.5	525	207	6
St. Louis Park	47.2	653	324	10
St. Paul	342.8	44	13	2
Winona	27.5	626	298	8
MISSISSIPPI				
Biloxi-Gulfport	87.9	261	96	2
Columbus	26.0	509	248	9
Greenville	36.0	520	202	6
Hattiesburg	34.7	486	175	5
Jackson	128.6	161	78	1
Laurel	30.7	561	241	7
Meridian	51.2	450	164	4
Natchez	30.1	564	244	8
Vicksburg	32.8	370	83	3
MISSOURI				
Columbia	46.1	550	231	8
Independence	57.1	421	155	5
Jefferson City	32.5	526	208	7
Joplin	42.6	499	178	6
Kansas City	520.2	27	23	2
Kirkwood	29.4	666	336	11
St. Joseph	91.5	179	40	4
St. Louis	872.2	8	8	1
Sedalia	26.8	567	247	9
Springfield	112.2	162	77	3
University City	57.1	607	183	10
Webster Groves	29.0	689	354	12
MONTANA				
Billings	42.0	190	8	1
Butte-Anaconda	53.0	335	136	3
Great Falls	52.6	222	70	2
Helena	26.3	603	279	5
Missoula	27.5	519	201	4
NEBRASKA				
Grand Island	28.5	505	190	4
Hastings	25.4	439	136	3
Lincoln	129.5	151	73	2
Omaha	302.5	46	15	1
NEVADA				
Las Vegas	56.0	164	32	1
Reno	53.9	217	68	2
NEW HAMPSHIRE				
Concord	29.1	660	330	3
Manchester	85.0	227	74	1
Nashua	36.2	488	177	2
NEW JERSEY				
Atlantic City	62.5	187	46	10
Bayonne	80.0	346	141	16
Belleville	35.5	654	325	35
Bloomfield	63.5	437	160	22
Camden	131.9	82	29	4
East Orange	85.2	243	83	14
Elizabeth	115.5	132	66	7
Englewood	26.7	548	229	26
Fair Lawn	35.0	664	334	36
Garfield	30.4	695	360	40
Hackensack	32.9	173	7	9
Hoboken	51.7	568	179	29
Irvington	63.1	428	157	21
Jersey City	302.2	83	25	5
Kearny	40.4	675	344	37
Linden	35.6	555	235	28
Long Branch	30.5	603	279	33
Maplewood Township	27.0	584	260	31
Montclair	46.6	570	249	30
New Brunswick	42.9	201	9	11
Newark	468.5	23	4	1
North Bergen Township	44.0	586	262	32
Nutley	30.9	650	321	34
Orange	40.5	417	121	20
Passaic-Clifton	138.3	103	46	6
Paterson	145.0	59	10	2
Pennsauken Township	27.9	691	356	39
Perth Amboy	43.5	234	18	13
Plainfield	48.0	231	16	12
Rahway	25.1	139	4	8
Ridgewood	25.6	538	220	25
Teaneck Township	41.4	365	78	17
Trenton	135.4	60	11	3
Union Township	52.1	372	146	18
Union City	53.0	334	135	15
Vineland	38.0	460	180	23
West New York	37.1	379	90	19
West Orange	31.1	687	352	38
Westfield	27.0	552	233	27
Woodbridge Township	42.5	502	187	24

See bold-face text page 160 for population groups.

Furn.-House.-Appliance Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
NEW MEXICO				
Albuquerque	195.0	79	27	1
Carlsbad	29.6	599	275	3
Clovis	28.5	619	292	5
Hobbs	29.0	638	310	6
Roswell	38.5	572	251	2
Santa Fe	35.0	601	277	4
NEW YORK				
Albany	144.1	96	41	8
Amsterdam	32.3	551	232	30
Auburn	37.6	355	70	20
Binghamton	82.9	182	42	12
Buffalo	602.5	19	17	3
Dunkirk-Fredonia	26.7	617	291	32
Elmira	55.0	278	104	18
Gloversville-Johnstown	35.5	590	240	31
Hempstead Township	748.4	11	11	2
Ithaca	29.5	546	227	29
Jamestown	42.4	399	105	21
Kingston	30.9	495	182	26
Lackawanna	29.3	517	199	27
Lockport	26.2	483	172	25
Long Beach	26.1	676	345	33
Mount Vernon	76.3	172	35	11
New Rochelle	75.3	232	76	16
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	260	25	17
Niagara Falls	103.3	191	86	14
North Hempstead Township	221.4	65	15	6
North Tonawanda-Tonawanda	53.7	449	163	22
Olean	25.9	471	161	23
Oyster Bay Township	287.3	303	28	19
Rochester	346.1	31	6	4
Rome	49.5	479	169	24
Schenectady	97.5	188	45	13
Syracuse	214.0	72	20	7
Troy	76.5	200	64	15
Utica	106.5	166	79	10
Watertown	36.0	523	205	28
White Plains	51.1	64	1	5
Yonkers	184.5	125	61	9
NORTH CAROLINA				
Asheville	58.1	254	92	7
Burlington	32.0	402	106	14
Charlotte	166.5	98	43	1
Durham	67.9	198	52	4
Fayetteville	46.6	259	24	8
Gastonia	36.2	371	83	11
Goldsboro	26.5	342	62	10
Greensboro	121.9	159	75	3
High Point	47.5	294	40	9
Kannapolis	31.5	403	109	15
Kinston	27.7	394	101	13
Raleigh	86.1	214	65	6
Rocky Mount	34.0	392	99	12
Salisbury-Spencer-East Spencer	28.9	453	147	16
Wilmington	54.8	209	66	5
Wilson	30.0	472	162	17
Winston-Salem	114.0	129	63	2
NORTH DAKOTA				
Bismarck-Mandan	37.0	516	198	4
Fargo	47.4	357	72	2
Grand Forks-East Grand Forks	42.6	293	39	1
Minot	28.5	360	74	3
OHIO				
Akron	309.5	51	19	6
Alliance	32.8	458	151	29
Ashtabula	26.0	440	137	27
Barberton	34.2	484	173	32
Canton	125.7	113	54	8
Chillicothe	26.8	493	181	33
Cincinnati	554.5	25	21	2
Cleveland	952.5	6	6	1
Cleveland Heights	62.7	470	168	30
Columbus	468.0	33	7	3
Cuyahoga Falls	43.6	634	306	41
Dayton	297.1	43	12	4
East Cleveland	41.1	595	271	39
East Liverpool	26.6	573	256	37
Elyria	40.2	416	120	24
Euclid	65.1	496	172	35
Findlay	28.9	478	166	31
Garfield Heights	35.4	699	363	43
Hamilton	70.0	249	89	12
Lakewood	70.0	494	171	34
Lancaster	31.5	426	128	25
Lima	55.9	299	118	17
Lorain	59.0	209	59	10
Mansfield	52.6	305	121	18
Maple Heights	27.7	624	296	40
Marion	37.5	384	94	23
Martins Ferry-Bellaire	25.9	593	269	38
Massillon	36.3	268	29	13
Middletown	45.6	276	32	15
Newark	40.6	451	145	28
Norwood	37.0	280	34	16
Parma	59.6	429	158	26
Portsmouth	42.9	354	69	21
Ravenna-Kent	26.9	556	236	36
Sandusky	33.7	273	31	14
Shaker Heights	36.7	641	312	42
South Euclid	27.5	375	86	22
Springfield	88.1	204	56	9
Steubenville	36.8	352	67	20
Toledo	377.7	45	14	5
Warren	58.8	248	88	11
Youngstown	184.5	61	12	7
Zanesville	44.8	350	65	19
OKLAHOMA				
Ardmore	29.3	465	157	5
Bartlesville	29.7	581	258	9
Enid	43.2	423	125	4
Lawton	57.5	394	182	3
Midwest City	31.0	682	348	12
Muskogee	41.1	534	216	7
Norman	39.2	583	259	10
Oklahoma City	299.5	49	17	1
Ponca City	25.6	577	255	8
Shawnee	28.4	487	176	6
Stillwater	25.4	644	315	11
Tulsa	265.5	54	22	2
OREGON				
Eugene-Springfield	61.6	174	36	2
Portland	414.1	36	9	1
Salem	47.5	263	26	3
PENNSYLVANIA				
Abington Township	53.4	678	191	36
Aliquippa-Rochester	43.5	419	123	30
Allentown	113.7	106	49	3
Altoona	75.5	236	78	17
Beaver Falls-New Brighton	31.3	420	124	31
Cheltenham Township	36.8	692	357	37
Chester	71.8	197	51	12
Easton-Wilson-Phillipsburg	64.3	180	41	11
Easton	35.7	228	14	15
Erie	146.5	119	57	5
Greensburg-South Greensburg-Southwest Greensburg	26.9	224	13	14
Harrisburg	92.2	128	14	6
Haverford Township	52.4	698	194	38
Hazleton	34.7	396	102	27
Homestead-West Homestead-Munhall	31.2	623	295	34
Johnstown	65.0	297	116	20
Lancaster	65.7	176	38	10
Lebanon	34.0	356	71	25
Levittown	72.0	410	154	29
Lower Merion Township	60.0	311	125	22
McKeesport	46.7	166	5	8
Mt. Lebanon Township	38.4	700	384	39
New Castle	50.9	262	97	19
New Kensington	36.2	452	146	32
Norristown	40.0	229	15	16
Oil City-Franklin	30.5	406	106	28
Philadelphia	2,207.2	4	4	1
Pittsburgh	666.5	14	14	2
Pottstown	25.8	376	87	26
Reading	113.5	136	66	7
Scranton	128.0	118	56	4
Sharon-Farrell	46.4	306	43	21
State College-Bellefonte	28.7	633	305	35
Upper Darby Township	94.1	240	80	18
Washington	26.0	319	50	23
West Mifflin	27.5	703	367	40
Wilkes-Barre	73.6	199	53	13
Wilkinsburg	31.2	541	223	33
Williamsport	48.2	382	67	24
York	63.6	171	34	9
RHODE ISLAND				
Cranston	62.1	618	185	5
East Providence	40.0	632	304	6
Newport	44.0	445	141	3
Pawtucket-Central Falls	108.7	271	90	2
Providence	230.4	75	23	1
Warwick	58.5	673	189	7
Woonsocket	51.3	454	165	4
SOUTH CAROLINA				
Charleston	71.8	123	12	2
Columbia	111.1	91	38	1
Florence	28.8	540	222	7
Greenville	70.0	144	19	3
Rock Hill	30.3	529	211	6
Spartanburg	41.2	301	42	4
Sumter	25.0	443	139	5
SOUTH DAKOTA				
Rapid City	41.6	424	126	2
Sioux Falls	66.0	204	108	1
TENNESSEE				
Chattanooga	158.1	90	35	3
Jackson	37.5	591	267	6
Johnson City	26.1	367	80	5
Knoxville	132.0	130	64	4
Memphis	493.9	39	11	1
Nashville	184.0	67	16	2
Oak Ridge	28.3	647	318	7
TEXAS				
Abilene	70.1	237	79	14
Amarillo	139.5	143	70	8
Austin	195.2	109	52	6
Baytown	28.9	444	149	26
Beaumont	123.1	165	78	10
Bellaire	26.6	697	362	40

Furn.-House.-Appliance Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Big Spring	29.5	608	283	34
Brownsville-Harlingen-McAllen	115.1	221	89	13
Bryan	29.6	544	228	30
Corpus Christi	175.1	131	65	7
Dallas	668.5	30	25	2
Denison	25.5	613	288	36
Denton	30.0	637	309	37
El Paso	263.0	66	24	5
Fort Worth	309.0	58	23	4
Galveston	73.5	251	90	16
Garland	31.8	610	285	35
Grand Prairie	36.0	527	209	29
Houston	922.0	9	9	1
Irving	42.5	646	317	38
Laredo	66.7	579	181	32
Longview	41.2	521	203	27
Lubbock	145.1	145	71	9
Marshall	28.4	606	281	33
Midland	55.3	310	124	22
Odessa	77.4	194	49	12
Orange	31.4	401	107	24
Pasadena	59.0	298	117	21
Port Arthur	65.0	242	82	15
San Angelo	69.6	290	112	20
San Antonio	565.0	47	28	3
Sherman	28.1	522	204	28
Temple	34.5	554	234	31
Texarkana (Tex.)-Texarkana (Ark.)	51.4	380	148	23
Texas City	33.0	667	337	39
Tyler	58.8	267	99	18
University Park	30.2	289	37	19
Victoria	40.0	442	138	25
Waco	106.2	185	63	11
Wichita Falls	97.3	255	93	17
UTAH				
Ogden	68.5	245	85	2
Provo	41.0	515	197	3
Salt Lake City	228.5	57	9	1
VERMONT				
Burlington	37.1	286	36	1
VIRGINIA				
Alexandria	90.1	291	113	6
Bristol (Tenn.)-Bristol (Va.)	35.9	397	103	8
Charlottesville	30.5	518	200	10
Danville	50.3	490	170	9
Lynchburg	53.3	247	87	5
Newport News-Hampton-Warwick	190.1	93	38	3
Norfolk-Portsmouth-South Norfolk	420.7	34	8	1
Petersburg-Hopewell-Colonial Heights	86.6	315	128	7
Richmond	242.0	62	13	2
Roanoke	104.6	167	74	4
Staunton	25.2	628	309	11
WASHINGTON				
Bellingham	36.9	590	257	10
Bremerton	29.1	506	193	9
Everett	35.1	404	110	6
Pasco-Kennewick-Richland	51.9	433	159	7
Seattle	586.8	26	22	1
Spokane	191.2	85	31	2
Tacoma	159.5	87	33	3
Vancouver	42.1	339	59	5
Walla Walla	25.8	468	159	8
Yakima	47.0	327	55	4
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	28.9	507	192	6
Charleston-South Charleston	118.3	121	58	1
Clarksburg	33.2	412	116	5
Fairmont	30.5	511	195	7
Huntington	93.0	158	29	2
Morgantown	30.0	546	227	9
Parkersburg	60.0	296	115	4
Weirton	33.2	545	226	8
Wheeling	65.1	163	31	3
WISCONSIN				
Appleton-Neenah-Menasha	82.0	147	21	3
Beloit	36.1	364	77	8
Eau Claire	40.5	457	150	12
Fond du Lac	32.1	475	165	15
Green Bay	63.4	192	47	5
Janesville	30.2	463	155	13
Kenosha	61.0	275	103	6
La Crosse	51.0	326	130	7
Madison	122.8	128	62	2
Manitowoc-Two Rivers	44.0	378	89	10
Milwaukee	765.0	13	13	1
Oshkosh	46.2	377	88	9
Racine	84.4	184	44	4
Sheboygan	48.3	474	164	14
Superior	35.9	528	210	16
Wausau	32.6	390	98	11
Wauwatosa	58.5	639	187	18
West Allis	69.9	553	178	17
WYOMING				
Casper	35.7	385	95	1
Cheyenne	38.1	393	100	2

Automotive Store Sales Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ALABAMA				
Anniston	35.2	309	50	6
Bessemer	32.4	388	97	9
Birmingham	366.5	31	6	1
Dothan	29.7	421	123	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	221	65	4
Gadsden	70.2	333	131	7
Huntsville	60.2	263	91	5
Mobile-Prichard	219.7	65	15	2
Montgomery	130.5	95	40	3
Phenix City	27.3	665	351	12
Selma	28.4	584	264	11
Tuscaloosa-Northport	66.5	396	149	8
ALASKA				
Anchorage	33.4	476	169	1
ARIZONA				
Mesa	31.0	360	75	3
Phoenix	241.3	47	3	1
Tucson	110.0	103	46	2
ARKANSAS				
El Dorado	26.0	499	189	4
Fort Smith	62.1	295	55	2
Hot Springs	33.2	501	191	5
Little Rock-North Little Rock	192.3	61	12	1
Pine Bluff	46.3	431	130	3
CALIFORNIA				
Alameda	70.9	550	176	55
Alhambra	56.8	148	24	21
Altadena Township	53.2	662	189	65
Anaheim	79.1	317	122	39
Arcadia	40.3	656	326	62
Bakersfield	54.1	119	11	16
Belvedere Township	48.3	697	361	74
Berkeley	120.9	193	80	27
Beverly Hills	31.1	149	4	22
Burbank	93.5	133	16	18
Chula Vista	37.6	645	318	60
Compton	72.8	63	2	7
Concord	29.1	657	327	63
Costa Mesa	27.6	684	350	70
Culver City	35.1	75	1	10
Daly City	35.1	267	35	32
East Bakersfield	60.6	670	192	67
El Cajon	29.2	569	251	56
Eureka	30.1	294	45	36
Fremont	27.4	658	328	64
Fresno	123.7	100	44	12
Fullerton	53.0	303	117	37
Gardena	32.4	450	149	48
Garden Grove	66.6	646	188	61
Glendale	115.8	70	18	9
Hawthorne	32.3	414	118	46
Hayward	61.0	281	104	34
Huntington Park	29.6	109	2	13
Inglewood	62.8	146	22	20
Lakewood	61.6	543	175	54
La Mesa	25.4	374	86	43
Long Beach-Lakewood	383.9	35	9	4
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	518	207	52
Manhattan Beach	34.5	490	181	51
Menlo Park	27.1	683	349	69
Modesto	35.2	215	19	28
Monrovia	26.0	227	23	30
Montebello	31.1	688	354	73
Monterey Park	33.9	686	352	71
Mountain View	26.5	395	103	44
National City	33.5	369	83	42
Oakland	416.1	38	11	5
Oildale	25.0	687	353	72
Ontario-Upland	59.6	311	119	38
Oxnard	34.8	408	114	45
Palo Alto	49.2	181	10	25
Pasadena	123.0	69	17	8

See bold-face text page 160 for population groups.

Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Pomona	63.1	252	84	31
Redlands	26.7	616	294	57
Redondo Beach	45.7	274	37	33
Redwood City	45.6	286	42	35
Richmond	74.4	223	66	29
Riverside	82.3	152	26	24
Sacramento	171.2	56	8	6
San Bernardino	91.3	124	15	17
San Diego	522.6	24	20	3
San Francisco	801.5	17	15	2
San Jose	160.7	80	27	11
San Leandro	63.7	321	124	40
San Mateo	69.0	636	194	58
Santa Ana	75.3	115	9	14
Santa Barbara	57.3	342	135	41
Santa Clara	44.2	674	340	68
Santa Monica	84.5	136	17	19
Santa Rosa	33.7	469	163	50
South Gate	55.3	116	10	15
South San Francisco	39.2	666	334	66
Stockton	86.3	151	25	23
Sunnyvale	42.1	638	312	69
Torrance	99.0	525	170	53
Vallejo	64.0	463	162	49
Ventura	25.9	443	142	47
Whittier	33.7	184	11	26
COLORADO				
Aurora	37.3	635	310	7
Boulder	34.5	515	204	6
Colorado Springs	73.9	141	19	2
Denver	527.5	16	14	1
Englewood	34.0	257	32	4
Grand Junction	25.3	288	43	5
Pueblo	99.5	171	36	3
CONNECTICUT				
Bridgeport	170.7	183	79	3
Bristol	45.6	581	261	17
East Hartford	39.1	187	12	4
Greenwich	51.5	526	171	14
Hartford	188.7	81	28	1
Manchester	40.6	582	262	18
Meriden-Wallingford	67.5	324	126	9
Middletown	37.2	442	141	13
New Britain	86.8	331	130	10
New Haven	167.0	110	51	2
New London	31.3	282	39	8
Norwalk	62.8	224	67	6
Norwich	40.8	570	252	16
Stamford	89.0	201	52	5
Stratford	44.9	346	67	11
Torrington	30.4	506	248	15
Waterbury	113.7	239	88	7
West Hartford	57.9	423	157	12
West Haven	37.8	637	311	19
DELAWARE				
Wilmington	115.1	97	41	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	10	10	1
FLORIDA				
Clearwater	41.3	189	13	9
Coral Gables	34.4	256	31	12
Daytona Beach	44.7	322	57	14
Fort Lauderdale	91.8	92	3	6
Fort Pierce	25.3	364	79	17
Gainesville	32.9	315	54	13
Hialeah	55.3	694	194	22
Hollywood	37.6	337	64	16
Jacksonville	235.3	21	1	2
Key West	51.1	628	183	20
Lakeland	43.8	220	20	10
Miami	300.3	12	1	1
Miami Beach	54.9	639	185	21
North Miami	28.4	536	222	19
Orlando	89.3	57	1	4
Panama City	33.9	390	98	18
Pensacola	53.2	96	5	7
St. Petersburg	173.2	74	22	5
Sarasota	38.7	235	26	11
Tallahassee	45.9	330	60	15
Tampa	264.5	40	13	3
West Palm Beach	62.2	101	6	8
GEORGIA				
Albany	47.1	428	128	8
Athens	37.0	447	146	9
Atlanta	510.0	20	18	1
Augusta	101.2	138	68	3
Brunswick	26.5	495	185	11
Columbus	129.6	154	73	4
Decatur	26.9	234	25	7
East Point	35.3	187	6	6
La Grange	27.8	632	307	14
Macon	87.1	162	32	5
Marietta	44.3	480	167	10
Rome	38.4	573	255	13
Savannah	139.8	120	57	2
Valdosta	33.7	557	239	12
HAWAII				
Hilo	28.4	486	177	2
Honolulu	326.3	67	24	1
IDAHO				
Boise	34.2	174	7	1
Idaho Falls	28.6	406	112	2
Pocatello	26.8	472	166	3
ILLINOIS				
Alton-Woods River-East Alton	57.0	256	86	13
Aurora	58.2	231	69	10
Belleville	39.5	375	89	23
Berwyn	53.0	245	79	11
Bloomington-Normal	47.6	371	85	22
Carbondale-Herrin-Murphysboro	33.1	306	48	17
Champaign-Urbana	78.6	265	93	14
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	387	98	25
Cicero	68.3	275	99	15
Danville	41.4	334	62	19
Decatur	77.1	142	20	6
Des Plaines	32.0	585	205	37
East St. Louis	89.5	186	45	9
Elgin	48.7	305	47	16
Elmhurst	37.8	434	133	26
Evanston	75.8	176	40	8
Freeport	25.7	445	144	27
Galesburg	35.7	384	94	24
Granite City	38.2	519	208	32
Harvey	25.5	358	73	21
Joliet	61.3	247	80	12
Kankakee	28.6	357	72	20
La Salle-Peru-Oglesby	26.9	560	242	35
Maywood	29.4	483	174	30
Moline-East Moline-Rock Island	109.6	135	67	5
Oak Park	60.3	94	4	2
Park Forest	29.9	701	365	38
Park Ridge	30.4	456	154	28
Pekin	26.6	671	253	36
Peoria	119.8	102	45	4
Quincy	45.3	520	209	33
Rockford	120.1	99	43	3
Skokie	54.8	486	163	29
Springfield	89.2	144	21	7

See bold-face text page 160 for population groups.

Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Sterling-Rock Falls	27.4	550	233	34
Waukegan	52.4	325	127	18
Wilmette	25.5	512	201	31
INDIANA				
Anderson	51.0	232	70	8
Bloomington	40.7	424	125	13
Elkhart	39.3	327	58	10
Evansville	139.6	145	71	6
Fort Wayne	152.5	72	20	2
Gary	176.6	134	66	5
Hammond-East Chicago	109.4	87	34	4
Indianapolis	463.2	14	2	1
Kokomo	46.6	397	105	12
Lafayette-West Lafayette	53.2	430	159	14
Marion	35.7	464	100	16
Michigan City	32.4	579	260	17
Muncie	65.3	261	89	9
New Albany	38.1	454	152	15
Richmond	45.0	393	101	11
South Bend-Mishawaka	167.7	77	24	3
Terre Haute	73.2	206	68	7
IOWA				
Ames	29.6	588	268	14
Burlington	36.0	474	168	9
Cedar Rapids	86.2	156	28	3
Clinton	35.1	398	106	6
Council Bluffs	52.5	482	167	10
Davenport	91.5	177	41	4
Des Moines	212.2	55	7	1
Dubuque	59.6	413	154	7
Fort Dodge	27.7	532	218	11
Iowa City	34.3	572	254	13
Mason City	35.1	439	138	8
Ottumwa	38.1	565	247	12
Sioux City	95.9	137	18	2
Waterloo	80.8	240	74	5
KANSAS				
Hutchinson	37.5	366	81	5
Kansas City	131.2	98	42	2
Salina	36.2	319	56	4
Topeka	112.8	143	70	3
Wichita	253.1	48	19	1
KENTUCKY				
Ashland	34.5	433	132	7
Bowling Green	30.1	623	299	8
Covington	70.1	336	132	3
Frankfort	25.3	652	323	9
Lexington	64.9	207	57	2
Louisville	417.1	32	7	1
Newport	33.2	419	122	6
Owensboro	50.4	411	153	5
Paducah	47.6	401	107	4
LOUISIANA				
Alexandria-Pineville	55.4	292	110	6
Baton Rouge	166.1	68	16	2
Bossier City	26.0	608	286	9
Lafayette	49.9	293	44	7
Lake Charles	70.7	242	76	4
Monroe-West Monroe	66.8	248	81	5
New Iberia	26.5	605	283	8
New Orleans	660.1	37	26	1
Shreveport	187.9	91	38	3
MAINE				
Bangor	38.5	270	36	2
Lewiston-Auburn	70.1	302	116	3
Portland	81.0	199	51	1
South Portland	28.9	676	342	4
MARYLAND				
Annapolis	29.3	354	70	4
Baltimore	985.2	13	12	1
Bethesda	78.1	273	98	3
Cumberland	38.7	447	148	5
Hagerstown	39.8	228	24	2
MASSACHUSETTS				
Arlington	49.3	425	126	21
Attleboro	25.6	627	303	35
Belmont	29.6	619	296	33
Beverly	33.2	511	200	25
Boston	748.2	25	21	1
Braintree	30.0	642	315	36
Brockton	62.8	379	146	18
Brookline	64.6	204	54	6
Cambridge	123.1	128	61	4
Chelsea	35.4	607	285	32
Chicopee	56.2	598	179	30
Everett	44.5	661	331	38
Fall River	107.0	340	90	14
Fitchburg	43.7	438	137	22
Framingham	34.1	533	219	26
Gloucester	26.6	664	332	39
Haverhill	46.0	446	145	23
Holyoke	54,2	451	160	24
Lawrence	72.9	276	100	10
Leominster	25.2	622	298	34
Lowell	94.5	350	140	15
Lynn	99.0	313	120	12
Malden	60.1	353	142	16
Marlborough-Hudson	26.4	653	324	37
Medford	67.4	272	97	9
Melrose	30.1	668	335	40
Methuen	26.9	681	347	44
Natick	28.7	669	336	41
New Bedford	107.5	308	89	11
Newton	90.1	202	53	5
Northampton	31.1	590	270	28
Peabody	29.2	671	337	42
Pittsfield	56.9	339	134	13
Quincy	85.7	259	87	8
Revere	41.3	567	249	27
Salem	41.6	394	102	20
Somerville	94.9	249	82	7
Springfield	168.6	93	39	3
Taunton	42.1	595	275	29
Waltham	53.7	376	145	17
Watertown	39.9	380	92	19
Weymouth	49.2	602	281	31
Woburn	28.1	672	338	43
Worcester	209.3	84	31	2
MICHIGAN				
Adrian	25.8	548	231	26
Allen Park	37.1	701	365	34
Ann Arbor	51.5	351	141	20
Battle Creek	53.5	304	118	18
Bay City	57.6	297	112	17
Benton Harbor-St. Joseph	35.7	359	74	21
Birmingham	25.4	165	5	9
Dearborn	125.0	73	21	4
Detroit	1,951.8	4	4	1
East Detroit	44.3	601	280	28
East Lansing	28.7	696	360	32
Ferndale	33.1	253	33	15
Flint	199.1	46	2	2
Garden City	33.8	556	238	27
Grand Rapids	190.9	64	14	3
Hamtramck	39.4	410	116	23
Hazel Park	26.1	692	357	31
Highland Park	44.2	139	3	8
Inkster	35.9	700	364	33

See bold-face text page 160 for population groups.

Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Jackson	54.5	206	56	12
Kalamazoo	80.9	104	7	6
Lansing	126.6	76	23	5
Lincoln Park	51.1	218	63	13
Livonia	50.7	691	193	30
Midland	25.9	510	199	25
Monroe	25.8	491	182	24
Muskegon	51.1	264	92	16
Pontiac	85.3	185	44	11
Port Huron	38.2	368	82	22
Roseville	38.5	677	343	29
Royal Oak	74.8	173	38	10
Saginaw	103.8	111	52	7
St. Clair Shore	72.3	329	129	19
Wyandotte	42.5	238	27	14
MINNESOTA				
Austin	27.4	555	237	7
Duluth	110.2	194	81	3
Mankato-North Mankato	28.8	459	156	6
Minneapolis	557.1	19	17	1
Richfield	45.9	673	339	9
Rochester	36.0	341	65	4
St. Cloud	31.5	417	120	5
St. Louis Park	47.2	693	358	10
St. Paul	342.8	53	22	2
Winona	27.5	578	259	8
MISSISSIPPI				
Biloxi-Gulfport	87.9	209	95	2
Columbus	26.0	621	297	9
Greenville	36.0	517	206	5
Hattiesburg	34.7	403	109	4
Jackson	128.6	108	50	1
Laurel	30.7	586	266	7
Meridian	51.2	356	143	3
Natchez	30.1	587	267	8
Vicksburg	32.8	583	263	6
MISSOURI				
Columbia	46.1	561	243	10
Independence	57.1	316	121	6
Jefferson City	32.5	514	203	8
Joplin	42.6	307	49	5
Kansas City	520.2	22	19	2
Kirkwood	29.4	370	84	7
St. Joseph	91.5	238	72	4
St. Louis	872.2	11	11	1
Sedalia	26.8	545	228	9
Springfield	102.2	170	78	3
University City	57.1	667	191	12
Webster Groves	29.0	643	316	11
MONTANA				
Billings	42.0	179	8	1
Butte-Anaconda	53.0	348	139	3
Great Falls	52.6	290	108	2
Helena	26.3	600	279	5
Missoula	27.5	437	138	4
NEBRASKA				
Grand Island	28.5	615	293	4
Hastings	25.4	575	256	3
Lincoln	129.5	158	75	2
Omaha	302.5	41	14	1
NEVADA				
Las Vegas	55.0	147	23	1
Reno	53.9	168	34	2
NEW HAMPSHIRE				
Concord	29.1	568	250	3
Manchester	85.0	244	78	1
Nashua	36.2	563	245	2
NEW JERSEY				
Atlantic City	62.5	400	152	18
Bayonne	80.0	617	181	30
Belleville	35.5	479	171	22
Bloomfield	53.5	542	174	26
Camden	131.9	150	72	5
East Orange	85.2	260	88	12
Elizabeth	115.5	198	82	8
Englewood	26.7	352	69	15
Fair Lawn	35.0	680	348	39
Garfield	30.4	648	319	33
Hackensack	32.9	180	9	7
Hoboken	51.7	655	188	36
Irvington	63.1	233	71	10
Jersey City	302.2	159	25	6
Kearny	40.4	537	223	25
Linden	35.6	363	78	16
Long Branch	30.5	640	313	32
Maplewood Township	27.0	562	244	27
Montclair	46.6	277	38	14
New Brunswick	42.9	253	30	11
Newark	466.5	51	21	1
North Bergen Township	44.0	377	90	17
Nutley	30.9	653	324	35
Orange	40.5	612	290	29
Passaic-Clifton	138.3	131	64	4
Paterson	145.0	112	53	2
Pennsauken Township	27.9	610	288	28
Perth Amboy	43.5	452	150	20
Plainfield	48.0	222	21	9
Rahway	25.1	521	210	24
Ridgewood	25.6	266	34	13
Teaneck Township	41.4	689	355	40
Trenton	135.4	118	56	3
Union Township	52.1	663	190	38
Union City	53.0	508	169	23
Vineland	38.0	449	148	19
West New York	37.1	649	320	34
West Orange	31.1	624	300	31
Westfield	27.0	457	155	21
Woodbridge Township	42.5	659	329	37
NEW MEXICO				
Albuquerque	195.0	60	11	1
Carlsbad	29.6	631	306	6
Clovis	26.5	576	257	5
Hobbs	29.0	284	41	2
Roswell	38.5	453	151	3
Santa Fe	35.0	538	224	4
NEW YORK				
Albany	144.1	88	35	7
Amsterdam	32.3	614	292	31
Auburn	37.6	547	230	28
Binghamton	82.9	175	39	11
Buffalo	602.5	29	24	3
Dunkirk-Fredonia	26.7	549	232	29
Elmira	55.0	291	109	18
Gloversville-Johnstown	35.5	444	143	22
Hempstead Township	748.4	8	8	2
Ithaca	29.5	504	194	26
Jamestown	42.4	461	158	23
Kingston	30.9	506	196	27
Lackawanna	29.3	598	276	30
Lockport	26.2	496	186	25
Long Beach	26.1	675	341	33
Mount Vernon	76.3	237	73	15
New Rochelle	75.3	183	27	10
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	246	28	16
Niagara Falls	103.3	216	85	14
North Hempstead Township	221.4	58	9	6
North Tonawanda-Tonawanda	53.7	338	133	20
Olean	25.9	630	305	32
Oyster Bay Township	287.3	301	26	19
Rochester	346.1	38	10	4
Rome	49.5	485	176	24
Schenectady	97.5	211	60	13
Syracuse	214.0	52	5	5
Troy	76.5	271	98	17
Utica	106.5	209	84	12
Watertown	36.0	441	140	21
White Plains	51.1	123	14	8
Yonkers	164.5	129	62	9
NORTH CAROLINA				
Asheville	58.1	299	114	8
Burlington	32.0	427	127	11
Charlotte	166.5	71	19	1
Durham	87.9	214	61	5
Fayetteville	48.6	226	22	6
Gastonia	36.2	372	86	9
Goldsboro	28.5	534	220	14
Greensboro	121.9	126	59	2
High Point	47.5	283	40	7
Kannapolis	31.5	609	287	16
Kinston	27.7	644	317	17
Raleigh	86.1	157	29	4
Rocky Mount	34.0	523	212	13
Salisbury-Spencer-East Spencer	28.9	455	153	12
Wilmington	54.8	426	158	10
Wilson	30.0	594	274	15
Winston-Salem	114.0	130	63	3
NORTH DAKOTA				
Bismarck-Mandan	37.0	318	55	2
Fargo	47.4	213	18	1
Grand Forks-East Grand Forks	42.6	336	63	3
Minot	28.5	404	110	4
OHIO				
Akron	309.5	49	20	6
Alliance	32.8	540	226	37
Ashtabula	26.0	529	216	35
Barberton	34.2	392	100	25
Canton	125.7	117	55	8
Chillicothe	26.8	497	187	33
Cincinnati	554.5	18	16	2
Cleveland	952.5	9	9	1
Cleveland Heights	62.7	217	62	11
Columbus	468.0	23	3	3
Cuyahoga Falls	43.6	332	61	20
Dayton	297.1	44	17	4
East Cleveland	41.1	432	131	28
East Liverpool	26.6	560	241	38
Elyria	40.2	349	66	21
Euclid	65.1	251	83	13
Findlay	28.9	462	159	30
Garfield Heights	35.4	699	363	43
Hamilton	70.0	241	76	12
Lakewood	70.0	122	13	9
Lancaster	31.5	531	217	36
Lima	55.9	287	106	14
Lorain	59.0	382	147	23
Mansfield	52.6	289	107	15
Maple Heights	27.7	695	359	42
Marion	37.5	481	173	31
Martins Ferry-Bellaire	25.9	603	282	40
Massillon	36.3	503	193	34
Middletown	45.6	440	139	29
Newark	40.6	407	113	27
Norwood	37.0	314	53	19
Parma	69.6	660	178	39
Portsmouth	42.9	355	71	22
Raavnne-Kent	26.9	296	46	16

See bold-face text page 160 for population groups.

Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Sandusky	33.7	488	179	32
Shaker Heights	36.7	312	52	18
South Euclid	27.5	678	344	41
Springfield	88.1	190	47	10
Steubenville	38.8	396	104	26
Toledo	377.7	48	18	5
Warren	58.8	298	113	17
Youngstown	184.5	88	36	7
Zanesville	44.8	385	96	24
OKLAHOMA				
Ardmore	29.3	592	272	8
Bartelsville	29.7	535	221	6
Enid	43.2	467	162	4
Lawton	57.5	280	103	3
Midwest City	31.0	679	345	12
Muskogee	41.1	473	167	5
Norman	39.2	626	302	10
Oklahoma City	299.5	39	12	1
Ponca City	25.6	593	273	9
Shawnee	28.4	558	240	7
Stillwater	25.4	629	304	11
Tulsa	265.5	42	15	2
OREGON				
Eugene-Springfield	61.6	210	59	2
Portland	414.1	34	8	1
Salem	47.5	212	17	3
PENNSYLVANIA				
Abington Township	53.4	604	180	33
Aliquippa-Rochester	43.5	405	111	20
Allentown	113.7	163	76	5
Altoona	75.5	343	138	16
Beaver Falls-New Brighton	31.3	422	124	24
Cheltenham Township	36.8	682	348	39
Chester	71.8	295	111	14
Easton-Wilson-Phillipsburg	64.3	320	123	15
Easton	35.7	522	211	30
Erie	146.5	132	65	4
Greensburg-South Greensburg-Southwest Greensburg	26.9	409	115	21
Harrisburg	92.2	121	12	3
Haverford Township	52.4	647	187	37
Hazleton	34.7	554	236	32
Homestead-West Homestead-Munhall	31.2	203	16	10
Johnstown	65.0	279	102	13
Lancaster	65.7	182	43	8
Lebanon	34.0	418	121	23
Levittown	72.0	620	182	35
Lower Merion Township	60.0	243	77	12
McKeesport	46.7	477	170	26
Mt. Lebanon Township	35.4	651	322	38
New Castle	50.9	468	164	25
New Kensington	38.2	513	202	28
Norristown	40.0	362	77	18
Oil City-Franklin	30.5	618	295	34
Philadelphia	2,207.2	5	5	1
Pittsburgh	686.5	28	23	2
Pottstown	25.8	502	192	27
Reading	113.5	168	77	6
Scranton	128.0	230	87	11
Sharon-Farrell	46.4	381	76	17
State College-Bellefonte	28.7	625	301	36
Upper Darby Township	94.1	192	49	9
Washington	26.0	516	205	29
West Mifflin	27.5	698	362	40
Wilkes-Barre	73.8	530	172	31
Wilkinsburg	31.2	381	93	19
Williamsport	48.2	416	119	22
York	63.6	169	35	7
RHODE ISLAND				
Cranston	62.1	492	168	5
East Providence	40.0	489	180	4
Newport	44.0	613	291	7
Pawtucket-Central Falls	108.7	225	86	2
Providence	230.4	62	13	1
Warwick	58.5	541	173	6
Woonsocket	51.3	458	161	3
SOUTH CAROLINA				
Charleston	71.8	164	33	2
Columbia	111.1	106	48	1

Automotive Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Florence	28.8	500	190	5
Greenville	70.0	172	37	3
Rock Hill	30.3	633	308	7
Spartanburg	41.2	328	88	4
Sumter	25.0	605	283	6
SOUTH DAKOTA				
Rapid City	41.6	195	14	2
Sioux Falls	66.0	188	46	1
TENNESSEE				
Chattanooga	158.1	90	37	4
Jackson	37.5	524	213	6
Johnson City	28.1	435	134	5
Knoxville	132.0	86	33	3
Memphis	493.9	26	4	1
Nashville	184.0	50	4	2
Oak Ridge	28.3	634	309	7
TEXAS				
Abilene	70.1	219	64	18
Amarillo	139.5	82	29	7
Austin	195.2	105	47	9
Baytown	28.9	391	99	24
Beaumont	123.1	125	58	10
Bellaire	28.6	701	365	40
Big Spring	29.5	305	80	21
Brownsville-Harlingen-McAllen	115.1	155	74	12
Bryan	29.6	611	289	36
Corpus Christi	175.1	78	25	6
Dallas	668.5	6	6	1
Denison	25.5	544	227	32
Denton	30.0	577	258	34
El Paso	263.0	66	23	5
Fort Worth	399.0	30	5	3
Galveston	73.5	478	166	30
Garland	31.8	373	87	22
Grand Prairie	36.0	378	91	23
Houston	922.0	7	7	2
Irving	42.5	685	333	38
Laredo	66.7	574	177	33
Longview	41.2	470	184	28
Lubbock	145.1	83	30	8
Marshall	28.4	598	278	35
Midland	55.3	191	48	15
Odessa	77.4	178	42	14
Orange	31.4	494	184	31
Pasadena	59.0	285	105	20
Port Arthur	65.0	278	101	19
San Angelo	69.6	229	68	17
San Antonio	565.0	33	25	4
Sherman	28.1	429	129	26
Temple	34.5	436	135	27
Texarkana (Tex.)-Texarkana (Ark.)	51.4	389	151	25
Texas City	33.0	660	330	37
Tyler	56.6	262	90	18
University Park	30.2	690	356	39
Victoria	40.0	471	165	29
Waco	106.2	140	69	11
Wichita Falls	97.3	160	30	13
UTAH				
Ogden	68.5	345	137	2
Provo	41.0	507	197	3
Salt Lake City	226.5	54	6	1
VERMONT				
Burlington	37.1	402	108	1
VIRGINIA				
Alexandria	90.1	114	8	4
Bristol (Tenn.)-Bristol (Va.)	35.9	509	198	9
Charlottesville	30.5	528	215	10
Danville	50.3	420	156	8
Lynchburg	53.3	415	155	7
Newport News-Hampton-Warwick	190.1	113	54	3
Norfolk-Portsmouth-South Norfolk	420.7	43	16	1
Petersburg-Hopewell-Colonial Heights	66.6	288	94	6
Richmond	242.0	59	10	2
Roanoke	104.6	200	83	5
Staunton	25.2	591	271	11
WASHINGTON				
Bellingham	36.9	641	314	10
Bremerton	29.1	498	188	8
Everett	35.1	310	51	5
Pasco-Kennewick-Richland	51.9	347	138	6
Seattle	586.8	27	22	1
Spokane	191.2	85	32	2
Tacoma	159.5	107	49	3
Vancouver	42.1	412	117	7
Walla Walla	25.8	596	276	9
Yakima	47.0	250	29	4
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	26.9	589	269	8
Charleston-South Charleston	118.3	79	26	1
Clarksburg	33.2	493	183	5
Fairmont	30.5	552	234	6
Huntington	93.0	196	50	2
Morgantown	30.0	564	246	7
Parkersburg	60.0	383	148	4
Weirton	33.2	650	321	9
Wheeling	65.1	326	128	3
WISCONSIN				
Appleton-Neenah-Menasha	82.0	300	115	5
Beloit	36.1	465	161	9
Eau Claire	40.5	505	196	14
Fond du Lac	32.1	546	229	17
Green Bay	63.4	323	125	6
Janesville	30.2	553	235	18
Kenosha	61.0	367	144	7
La Crosse	51.0	389	150	8
Madison	122.8	127	60	2
Manitowoc-Two Rivers	44.0	407	178	13
Milwaukee	765.0	15	13	1
Oshkosh	46.2	460	172	11
Racine	84.4	254	85	4
Sheboygan	48.3	527	214	15
Superior	35.9	539	225	16
Wausau	32.6	484	175	12
Wauwatosa	58.5	475	165	10
West Allis	69.9	161	31	3
WYOMING				
Casper	35.7	197	15	1
Cheyenne	38.1	344	66	2

Drug Store Sales Ranking, 703 Cities

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
ALABAMA				
Anniston	35.2	622	291	11
Bessemer	32.4	585	254	9
Birmingham	366.5	58	23	2
Dothan	29.7	620	289	10
Florence-Sheffield-Tuscumbia-Muscle Shoals	63.3	340	142	6
Gadsden	70.2	414	171	7
Huntsville	60.2	321	135	5
Mobile-Prichard	219.7	57	9	1
Montgomery	130.5	139	66	3
Phenix City	27.3	699	363	12
Selma	28.4	530	202	8
Tuscaloosa-Northport	66.5	304	123	4
ALASKA				
Anchorage	33.4	281	32	1
ARIZONA				
Mesa	31.6	487	182	3
Phoenix	241.3	38	1	1
Tucson	110.0	80	29	2
ARKANSAS				
El Dorado	26.0	552	222	5
Fort Smith	62.1	299	120	2
Hot Springs	33.2	390	84	3
Little Rock-North Little Rock	192.3	78	27	1
Pine Bluff	46.3	508	181	4
CALIFORNIA				
Alameda	70.9	284	108	36
Alhambra	56.8	281	93	34
Altadena Township	53.2	651	192	68
Anaheim	79.1	452	178	62
Arcadia	40.3	333	53	43
Bakersfield	54.1	114	12	12
Belvedere Township	48.3	702	366	74
Berkeley	120.9	127	61	15
Beverly Hills	31.1	128	1	16
Burbank	93.5	132	17	18
Chula Vista	37.6	634	302	65
Compton	72.8	235	79	30
Concord	29.1	542	213	56
Costa Mesa	27.6	691	356	72
Culver City	35.1	328	49	42
Daly City	35.1	600	269	61
East Bakersfield	60.6	683	194	71
El Cajon	29.2	353	61	45

See bold-face text page 160 for population groups.

Drug Store Sales Ranking, 703 Cities—(Cont'd)

City and State	Population (thous.)	Rank: Among U. S. Cities	Rank: In Population Group	Rank: Among Cities in State
Eureka	30.1	567	236	57
Fremont	27.4	640	307	66
Fresno	123.7	61	12	7
Fullerton	53.0	380	153	47
Gardena	32.4	485	181	54
Garden Grove	66.6	354	151	46
Glendale	115.8	113	51	11
Hawthorne	32.3	250	21	31
Hayward	61.0	269	100	35
Huntington Park	29.6	129	2	17
Inglewood	62.8	140	21	19
Lakewood	61.6	303	122	37
La Mesa	25.4	617	286	62
Long Beach-Lakewood	384.9	33	8	5
Los Angeles	2,397.5	3	3	1
Lynwood	31.7	392	85	49
Manhattan Beach	34.5	498	172	55
Menlo Park	27.1	255	24	32
Modesto	35.2	181	4	23
Monrovia	26.0	586	255	59
Montebello	31.1	442	125	51
Monterey Park	33.9	626	294	64
Mountain View	28.5	427	113	50
National City	33.5	578	247	58
Oakland	416.1	31	6	4
Oildale	25.0	701	365	73
Ontario-Upland	59.6	461	180	53
Oxnard	34.8	589	258	60
Palo Alto	49.2	221	14	28
Pasadena	123.0	104	46	9
Pomona	63.1	367	157	48
Redlands	26.7	648	315	67
Redondo Beach	45.7	217	13	27
Redwood City	45.6	202	10	26
Richmond	74.4	308	126	38
Riverside	82.3	179	45	22
Sacramento	171.2	48	4	6
San Bernardino	91.3	106	8	10
San Diego	522.6	30	25	3
San Francisco	801.5	17	16	2
San Jose	160.7	64	15	8
San Leandro	63.7	259	92	33
San Mateo	69.0	231	75	29
Santa Ana	75.3	117	13	13
Santa Barbara	57.3	168	35	21
Santa Clara	44.2	680	345	70
Santa Monica	84.5	142	22	20
Santa Rosa	33.7	317	44	39
South Gate	55.3	187	49	24
South San Francisco	39.2	679	344	69
Stockton	86.3	122	15	14
Sunnyvale	42.1	619	288	63
Torrance	99.0	319	133	40
Vallejo	64.0	352	150	44
Ventura	25.9	323	46	41
Whittier	33.7	197	8	25
COLORADO				
Aurora	37.3	315	42	4
Boulder	34.5	431	116	6
Colorado Springs	73.9	110	10	2
Denver	527.5	10	10	1
Englewood	34.0	436	120	7
Grand Junction	25.3	357	64	5
Pueblo	99.5	229	73	3
CONNECTICUT				
Bridgeport	170.7	76	26	2
Bristol	45.6	581	250	18
East Hartford	39.1	253	23	6
Greenwich	51.5	501	185	15
Hartford	188.7	54	8	1
Manchester	40.6	504	177	16
Meriden-Wallingford	67.5	380	159	12
Middletown	37.2	505	178	17
New Britain	86.8	270	101	7
New Haven	167.0	82	30	3
New London	31.3	392	85	13
Norwalk	62.8	336	140	11
Norwich	40.6	477	153	14
Stamford	89.0	177	43	4
Stratford	44.9	298	37	10
Torrington	30.4	628	296	19
Waterbury	113.7	192	82	5
West Hartford	57.9	292	116	9
West Haven	37.8	275	29	8
DELAWARE				
Wilmington	115.1	74	24	1
DIST. OF COLUMBIA				
Washington, D. C.	824.8	6	6	1
FLORIDA				
Clearwater	41.3	228	16	12
Coral Gables	34.4	257	25	14
Daytona Beach	44.7	195	7	10
Fort Lauderdale	91.8	88	4	6
Fort Pierce	25.3	480	156	21
Gainesville	32.9	373	74	18
Hialeah	58.3	364	155	17
Hollywood	37.6	239	18	13
Jacksonville	235.3	41	2	3
Key West	51.1	625	190	22
Lakeland	43.8	300	38	15
Miami	300.3	27	4	1
Miami Beach	54.9	81	2	5
North Miami	28.4	347	58	16
Orlando	89.3	91	5	7
Panama City	33.9	382	80	19
Pensacola	53.2	173	39	9
St. Petersburg	173.2	68	18	4
Sarasota	38.7	223	15	11
Tallahassee	45.9	417	104	20
Tampa	264.5	39	13	2
West Palm Beach	62.2	137	20	8
GEORGIA				
Albany	47.1	408	97	8
Athens	37.0	411	100	9
Atlanta	510.0	21	20	1
Augusta	101.2	196	83	5
Brunswick	26.5	610	279	12
Columbus	129.6	166	79	4
Decatur	26.9	335	54	6
East Point	35.3	580	249	10
La Grange	27.8	651	318	14
Macon	87.1	149	26	3
Marietta	44.3	400	93	7
Rome	38.4	618	287	13
Savannah	139.8	124	58	2
Valdosta	33.7	608	277	11
HAWAII				
Hilo	28.4	692	356	2
Honolulu	326.3	56	22	1
IDAHO				
Boise	34.2	243	19	1
Idaho Falls	28.6	493	167	2
Pocatello	26.8	517	189	3
ILLINOIS				
Alton-Woods River-East Alton	57.0	310	128	18
Aurora	58.2	167	34	7
Belleville	39.5	371	72	22
Berwyn	53.0	240	82	13
Bloomington-Normal	47.6	282	33	16
Carbondale-Herrin-Murphysboro	33.1	525	197	26
Champaign-Urbana	78.6	191	53	9
Chicago	3,851.1	2	2	1
Chicago Heights	30.5	647	314	35
Cicero	68.3	326	137	20
Danville	41.4	245	20	14
Decatur	77.1	262	94	15
Des Plaines	32.0	532	204	28
East St. Louis	89.5	218	66	11
Elgin	48.7	283	34	17
Elmhurst	37.8	448	130	24
Evanston	75.8	203	57	10
Freeport	25.7	583	252	31
Galesburg	35.7	343	57	21
Granite City	38.2	602	271	32
Harvey	25.5	529	201	27
Joliet	61.3	159	29	6
Kankakee	28.6	464	142	25
La Salle-Peru-Oglesby	26.9	628	296	34
Maywood	29.4	654	320	36
Moline-East Moline-Rock Island	109.6	126	60	5
Oak Park	60.3	184	47	8
Park Forest	29.9	697	361	38
Park Ridge	30.4	546	217	29
Pekin	26.6	667	332	37
Peoria	119.8	90	35	2
Quincy	45.3	321	45	19
Rockford	120.1	98	41	3
Skokie	54.8	433	174	23
Springfield	89.2	103	7	4
Sterling-Rock Falls	27.4	603	272	33
Waukegan	52.4	232	76	12
Wilmette	25.5	566	235	30
INDIANA				
Anderson	51.0	214	63	9
Bloomington	40.7	416	103	12
Elkhart	39.3	463	141	16
Evansville	139.6	86	33	3
Fort Wayne	152.5	89	34	4
Gary	176.6	95	38	5
Hammond-East Chicago	169.4	116	53	6
Indianapolis	463.2	11	1	1
Kokomo	46.6	422	108	13
Lafayette-West Lafayette	53.2	190	52	7
Marion	35.7	426	112	14
Michigan City	32.4	446	128	15
Muncie	65.3	242	83	10
New Albany	38.1	544	215	17
Richmond	45.0	327	48	11
South Bend-Mishawaka	167.7	83	31	2
Terre Haute	73.2	201	56	8
IOWA				
Ames	29.6	611	280	13
Burlington	36.0	616	285	14
Cedar Rapids	86.2	130	16	2
Clinton	35.1	481	157	11
Council Bluffs	52.5	363	154	7
Davenport	91.5	146	25	3
Des Moines	212.2	60	11	1
Dubuque	59.6	248	86	6
Fort Dodge	27.7	423	109	8
Iowa City	34.3	432	117	10
Mason City	35.1	481	157	11
Ottumwa	38.1	423	109	8
Sioux City	95.9	162	32	4
Waterloo	80.8	224	70	5
KANSAS				
Hutchinson	37.5	421	107	4
Kansas City	131.2	115	52	2
Salina	36.2	474	150	5
Topeka	112.8	141	67	3
Wichita	253.1	47	18	1

See bold-face text page 160 for population groups.

Drug Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
KENTUCKY				
Ashland	34.5	533	205	7
Bowling Green	30.1	576	245	8
Covington	70.1	258	91	3
Frankfort	25.3	644	311	9
Lexington	64.9	144	24	2
Louisville	417.1	24	2	1
Newport	33.2	478	154	6
Owensboro	50.4	384	162	5
Paducah	47.6	295	36	4
LOUISIANA				
Alexandria-Pineville	55.4	329	138	6
Baton Rouge	166.1	69	19	2
Bossier City	26.0	687	351	9
Lafayette	49.9	385	81	7
Lake Charles	70.7	271	102	4
Monroe-West Monroe	66.8	279	106	5
New Iberia	28.5	662	327	8
New Orleans	660.1	18	17	1
Shreveport	187.9	84	32	3
MAINE				
Bangor	38.5	546	217	3
Lewiston-Auburn	70.1	451	177	2
Portland	81.0	109	9	1
South Portland	28.9	689	353	4
MARYLAND				
Annapolis	29.3	359	65	5
Baltimore	985.2	7	7	1
Bethesda	78.1	215	64	2
Cumberland	38.7	331	51	4
Hagerstown	39.8	316	43	3
MASSACHUSETTS				
Arlington	49.3	474	150	25
Attleboro	25.6	584	253	34
Belmont	29.6	375	76	19
Beverly	33.2	593	262	36
Boston	748.2	14	13	1
Braintree	30.0	688	352	42
Brockton	62.8	233	77	12
Brookline	64.6	212	61	9
Cambridge	123.1	154	75	5
Chelsea	35.4	438	121	22
Chicopee	56.2	459	179	24
Everett	44.5	496	170	28
Fall River	107.0	210	87	8
Fitchburg	43.7	395	88	21
Framingham	34.1	476	152	26
Gloucester	26.6	608	277	37
Haverhill	46.0	454	134	23
Holyoke	54.2	267	99	15
Lawrence	72.9	213	62	10
Leominster	25.2	664	329	40
Lowell	94.5	237	81	13
Lynn	99.0	175	41	6
Malden	60.1	312	129	17
Marlborough-Hudson	26.4	655	321	39
Medford	67.4	309	127	16
Melrose	30.1	669	334	41
Methuen	26.9	698	362	44
Natick	28.7	653	319	38
New Bedford	107.5	185	81	7
Newton	90.1	119	14	4
Northampton	31.1	577	246	33
Peabody	29.2	556	225	30
Pittsfield	56.9	384	155	18
Quincy	85.7	220	68	11
Revere	41.3	489	164	27
Salem	41.6	572	241	31
Somerville	94.9	254	89	14
Springfield	168.6	73	23	2
Taunton	42.1	587	256	35
Waltham	53.7	380	159	20
Watertown	39.9	548	219	29
Weymouth	49.2	574	243	32
Woburn	28.1	693	357	43
Worcester	209.3	79	28	3
MICHIGAN				
Adrian	25.8	613	282	31
Allen Park	37.1	484	160	24
Ann Arbor	51.5	156	27	8
Battle Creek	53.5	222	69	16
Bay City	57.6	227	72	17
Benton Harbor-St. Joseph	35.7	204	11	14
Birmingham	25.4	183	6	13
Dearborn	125.0	65	16	4
Detroit	1,951.8	4	4	1
East Detroit	44.3	428	114	22
East Lansing	28.7	499	173	25
Ferndale	33.1	457	137	23
Flint	199.1	49	5	3
Garden City	33.8	700	364	34
Grand Rapids	190.9	43	3	2
Hamtramck	39.4	418	105	21
Hazel Park	26.1	649	316	32
Highland Park	44.2	332	52	18
Inkster	35.9	673	338	33
Jackson	54.5	163	33	9
Kalamazoo	80.9	85	3	5
Lansing	128.6	108	49	6
Lincoln Park	51.1	386	163	19
Livonia	50.7	540	187	28
Midland	25.9	555	224	29
Monroe	25.8	510	183	26
Muskegon	51.1	216	65	15
Pontiac	85.3	174	40	10
Port Huron	38.2	410	99	20
Roseville	38.5	584	233	30
Royal Oak	74.8	179	45	11
Saginaw	103.8	118	54	7
St. Clair Shore	72.3	513	186	27
Wyandotte	42.5	182	5	12
MINNESOTA				
Austin	27.4	612	281	9
Duluth	110.2	164	77	3
Mankato-North Mankato	28.8	503	176	8
Minneapolis	557.1	22	21	1
Richfield	45.9	339	56	6
Rochester	36.0	211	12	4
St. Cloud	31.5	355	62	7
St. Louis Park	47.2	338	55	5
St. Paul	342.8	37	12	2
Winona	27.5	660	325	10
MISSISSIPPI				
Biloxi-Gulfport	87.9	286	110	2
Columbus	26.0	694	358	9
Greenville	36.0	639	306	7
Hattiesburg	34.7	541	212	4
Jackson	128.6	135	64	1
Laurel	30.7	607	276	6
Meridian	51.2	401	166	3
Natchez	30.1	550	220	5
Vicksburg	32.8	668	333	8
MISSOURI				
Columbia	46.1	447	129	8
Independence	57.1	226	71	5
Jefferson City	32.5	514	186	11
Joplin	42.6	488	163	9
Kansas City	520.2	9	9	1
Kirkwood	29.4	396	89	7
St. Joseph	91.5	143	23	4
St. Louis	872.2	13	12	2
Sedalia	26.8	621	290	12
Springfield	102.2	125	59	3
University City	57.1	287	111	6
Webster Groves	29.0	497	171	10
MONTANA				
Billings	42.0	260	28	1
Butte-Anaconda	53.0	403	167	3
Great Falls	52.6	288	112	2
Helena	26.3	656	322	5
Missoula	27.5	524	196	4
NEBRASKA				
Grand Island	28.5	369	70	3
Hastings	25.4	606	275	4
Lincoln	129.5	100	43	2
Omaha	302.5	45	16	1
NEVADA				
Las Vegas	55.0	136	19	2
Reno	53.9	66	1	1
NEW HAMPSHIRE				
Concord	29.1	512	185	2
Manchester	85.0	351	149	1
Nashua	36.2	630	298	3
NEW JERSEY				
Atlantic City	62.5	161	31	6
Bayonne	80.0	470	181	19
Belleville	35.5	646	313	30
Bloomfield	53.5	406	169	12
Camden	131.9	244	90	8
East Orange	85.2	378	158	11
Elizabeth	115.5	172	80	7
Englewood	26.7	676	341	35
Fair Lawn	35.0	492	166	21
Garfield	30.4	696	360	40
Hackensack	32.9	435	119	17
Hoboken	51.7	637	191	29
Irvington	63.1	341	143	9
Jersey City	302.2	87	25	2
Kearny	40.4	632	300	27
Linden	35.6	614	283	26
Long Branch	30.5	650	317	31
Maplewood Township	27.0	685	349	38
Montclair	46.6	434	118	16
New Brunswick	42.9	407	96	13
Newark	466.5	51	19	1
North Bergen Township	44.0	695	359	39
Nutley	30.9	665	330	33
Orange	40.5	462	140	18
Passaic-Clifton	138.3	157	78	5
Paterson	145.0	112	50	4
Pennsauken Township	27.9	678	343	37
Perth Amboy	43.5	537	209	24
Plainfield	48.0	362	67	10
Rahway	25.1	633	301	28
Ridgewood	25.6	413	101	14
Teaneck Township	41.4	673	338	34
Trenton	135.4	102	45	3
Union Township	52.1	549	188	25
Union City	53.0	472	182	20
Vineland	38.0	418	105	15
West New York	37.1	662	327	32
West Orange	31.1	677	342	36
Westfield	27.0	531	203	23
Woodbridge Township	42.5	519	191	22
NEW MEXICO				
Albuquerque	195.0	67	17	1
Carlsbad	29.6	560	229	5
Clovis	28.5	641	308	6

See bold-face text page 160 for population groups.

Drug Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Hobbs	29.0	155	3	2
Roswell	38.5	515	187	4
Santa Fe	35.0	444	127	3
NEW YORK				
Albany	144.1	97	40	7
Amsterdam	32.3	671	336	31
Auburn	37.8	573	242	28
Binghamton	82.9	193	54	10
Buffalo	602.5	28	24	3
Dunkirk-Fredonia	26.7	690	354	33
Elmira	56.0	341	143	17
Gloversville-Johnstown	35.5	631	299	30
Hempstead Township	748.4	20	19	2
Ithaca	29.5	551	221	27
Jamestown	42.4	409	98	21
Kingston	30.9	478	154	25
Lackawanna	29.3	400	147	24
Lockport	26.2	527	199	28
Long Beach	28.1	675	340	32
Mount Vernon	76.3	350	148	20
New Rochelle	75.3	344	145	18
New York City	7,771.3	1	1	1
Newburgh-Beacon	47.6	348	59	19
Niagara Falls	103.3	199	84	11
North Hempstead Township	221.4	62	13	5
North Tonawanda-Tonawanda	53.7	261	88	14
Olean	25.9	623	292	29
Oyster Bay Township	287.3	209	26	13
Rochester	346.1	32	7	4
Rome	49.5	449	131	22
Schenectady	97.5	188	50	9
Syracuse	214.0	75	25	6
Troy	76.5	337	141	16
Utica	106.5	208	88	12
Watertown	36.0	466	144	23
White Plains	51.1	313	130	15
Yonkers	184.5	147	69	8
NORTH CAROLINA				
Asheville	58.1	158	28	4
Burlington	32.0	490	165	10
Charlotte	166.5	59	10	1
Durham	87.9	206	59	6
Fayetteville	48.6	430	115	9
Gastonia	36.2	409	173	11
Goldsboro	28.5	645	312	17
Greensboro	121.9	151	72	3
High Point	47.5	238	17	7
Kannapolis	31.5	502	178	12
Kinston	27.7	561	230	13
Raleigh	86.1	160	30	5
Rocky Mount	34.0	562	231	14
Salisbury-Spencer-East Spencer	28.9	593	262	15
Wilmington	54.8	277	105	8
Wilson	30.0	627	295	16
Winston-Salem	114.0	120	55	2
NORTH DAKOTA				
Bismarck-Mandan	37.0	379	79	3
Fargo	47.4	324	47	2
Grand Forks-East Grand Forks	42.6	568	237	4
Minot	28.5	276	30	1
OHIO				
Akron	309.5	55	21	6
Alliance	32.8	558	227	36
Ashtabula	26.0	592	261	39
Barberton	34.2	505	178	32
Canton	125.7	121	56	8
Chillicothe	26.8	528	200	34
Cincinnati	554.5	26	23	3
Cleveland	952.5	8	8	1
Cleveland Heights	62.7	205	56	10
Columbus	466.0	25	3	2
Cuyahoga Falls	43.6	308	69	20
Dayton	297.1	42	14	5
East Cleveland	41.1	377	76	22
East Liverpool	26.6	440	123	26
Elyria	40.2	570	239	38
Euclid	65.1	264	96	12
Findlay	28.9	562	231	37
Garfield Heights	35.4	681	346	43
Hamilton	70.0	301	121	14
Lakewood	70.0	256	90	11
Lancaster	31.5	462	133	28
Lima	55.9	334	139	18
Lorain	59.0	320	134	17
Mansfield	52.6	318	132	16
Maple Heights	27.7	539	211	35
Marion	37.5	467	145	29
Martins Ferry-Bellaire	25.9	666	331	42
Massillon	36.3	596	267	40
Middletown	45.6	471	148	30
Newark	40.6	439	122	25
Norwood	37.0	404	95	24
Parma	69.6	445	176	27
Portsmouth	42.9	495	169	31
Ravenna-Kent	26.9	301	66	19
Sandusky	33.7	372	73	21
Shaker Heights	36.7	622	194	33
South Euclid	27.5	637	305	41
Springfield	88.1	170	37	9
Steubenville	36.8	398	91	23
Toledo	377.7	36	11	4
Warren	58.8	280	107	13
Youngstown	184.5	96	39	7
Zanesville	44.8	311	41	15
OKLAHOMA				
Ardmore	29.3	615	284	11
Bartlesville	29.7	545	216	8
Enid	43.2	306	40	4
Lawton	57.5	305	124	3
Midwest City	31.0	605	274	10
Muskogee	41.1	368	82	5
Norman	39.2	520	192	7
Oklahoma City	299.5	34	9	1
Ponca City	25.6	581	250	9
Shawnee	28.4	509	182	6
Stillwater	25.4	682	347	12
Tulsa	205.5	52	20	2
OREGON				
Eugene-Springfield	61.6	246	84	3
Portland	414.1	46	17	1
Salem	47.5	198	9	2
PENNSYLVANIA				
Abington Township	53.4	658	193	39
Aliquippa-Rochester	43.5	398	91	23
Allentown	113.7	165	78	6
Altoona	75.5	386	163	19
Beaver Falls-New Brighton	31.3	591	260	36
Cheltenham Township	36.8	624	293	38
Chester	71.8	289	113	12
Easton-Wilson-Phillipsburg	64.3	295	118	13
Easton	35.7	376	77	17
Erie	146.5	148	70	5
Greensburg-South Greensburg-Southwest Greensburg	26.9	559	228	33
Harrisburg	92.2	92	6	3
Haverford Township	52.4	554	189	32
Hazleton	34.7	564	233	34
Homestead-West Homestead-Munhall	31.2	397	90	22
Johnstown	65.0	358	152	15
Lancaster	65.7	249	87	10
Lebanon	34.0	596	265	37
Levittown	72.0	429	173	25
Lower Merion Township	60.0	189	51	7
McKeesport	46.7	302	39	14
Mt. Lebanon Township	35.4	460	139	28
New Castle	50.9	390	165	21
New Kensington	38.2	455	135	27
Norristown	40.0	440	123	26
Oil City-Franklin	30.5	569	238	35
Philadelphia	2,207.2	5	5	1
Pittsburgh	688.5	15	14	2
Pottstown	25.8	389	83	20
Reading	113.5	200	85	8
Scranton	128.0	241	89	9
Sharon-Farrell	46.4	366	68	16
State College-Bellefonte	28.7	538	210	31
Upper Darby Township	94.1	133	18	4
Washington	26.0	415	102	24
West Mifflin	27.5	703	367	40
Wilkes-Barre	73.8	382	161	18
Wilkinsburg	31.2	467	145	29
Williamsport	48.2	473	149	30
York	63.6	273	104	11
RHODE ISLAND				
Cranston	62.1	285	109	3
East Providence	40.0	370	71	4
Newport	44.0	483	159	7
Pawtucket-Central Falls	106.7	138	65	2
Providence	230.4	63	14	1
Warwick	58.5	420	172	6
Woonsocket	51.3	412	170	5
SOUTH CAROLINA				
Charleston	71.8	171	38	2
Columbia	111.1	153	74	1
Florence	28.8	657	323	7
Greenville	70.0	194	55	3
Rock Hill	30.3	635	303	6
Spartanburg	41.2	268	27	4
Sumter	25.0	588	257	5
SOUTH DAKOTA				
Rapid City	41.6	294	35	2
Sioux Falls	66.0	207	60	1
TENNESSEE				
Chattanooga	158.1	123	57	4
Jackson	37.5	575	244	6
Johnson City	28.1	523	195	5
Knoxville	132.0	94	37	3
Memphis	493.9	35	10	1
Nashville	184.0	70	20	2
Oak Ridge	28.3	599	268	7
TEXAS				
Abilene	70.1	263	95	18
Amarillo	139.5	105	47	8
Austin	195.2	101	44	7
Baytown	28.9	394	87	23
Beaumont	123.1	145	68	10
Bellaire	26.6	604	273	34
Big Spring	29.5	515	187	28
Brownsville-Harlingen-McAllen	115.1	225	88	14
Bryan	29.6	684	348	40
Corpus Christi	175.1	93	38	6

See bold-face text page 160 for population groups.

Drug Store Sales Ranking, 703 Cities—(Cont'd)

CITY and STATE	Population (thous.)	RANK: Among U. S. Cities	RANK: In Population Group	RANK: Among Cities in State
Dallas	668.5	16	15	2
Denison	25.5	672	337	39
Denton	30.0	534	206	29
El Paso	263.0	77	24	5
Fort Worth	399.0	29	5	3
Galveston	73.5	230	74	15
Garland	31.8	494	168	27
Grand Prairie	36.0	571	240	32
Houston	922.0	12	11	1
Irving	42.5	557	226	31
Laredo	66.7	486	183	28
Longview	41.2	553	223	30
Lubbock	145.1	150	71	11
Marshall	28.4	670	335	38
Midland	55.3	238	80	16
Odessa	77.4	272	103	19
Orange	31.4	659	324	36
Pasadena	59.0	404	168	25
Port Arthur	65.0	247	85	17
San Angelo	69.6	307	125	20
San Antonio	565.0	40	26	4
Sherman	28.1	661	326	37
Temple	34.5	402	94	24
Texarkana (Tex.)-Texarkana (Ark.)	51.4	314	131	21
Texas City	33.0	642	309	35
Tyler	58.6	169	36	12
University Park	30.2	349	60	22
Victoria	40.0	597	266	33
Waco	106.2	134	63	9
Wichita Falls	97.3	186	48	13
UTAH				
Ogden	88.5	219	67	2
Provo	41.0	521	193	3
Salt Lake City	228.5	50	6	1
VERMONT				
Burlington	37.1	511	184	1
VIRGINIA				
Alexandria	90.1	111	11	3
Bristol (Tenn.)-Bristol (Va.)	35.9	526	198	10
Charlottesville	30.5	458	138	9
Danville	50.3	437	175	8
Lynchburg	53.3	266	98	7
Newport News-Hampton-Warwick	190.1	131	62	4
Norfolk-Portsmouth-South Norfolk	420.7	44	15	1
Petersburg-Hopewell-Colonial Heights	86.6	264	96	6
Richmond	242.0	53	7	2
Roanoke	104.6	152	73	5
Staunton	25.2	636	304	11
WASHINGTON				
Bellingham	36.9	590	259	10
Bremerton	29.1	278	31	6
Everett	35.1	484	142	8
Pasco-Kennewick-Richland	51.9	234	78	4
Seattle	586.8	23	22	1
Spokane	191.2	72	22	2
Tacoma	159.5	99	42	3
Vancouver	42.1	374	75	7
Walla Walla	25.8	638	208	9
Yakima	47.6	252	22	5
WEST VIRGINIA				
Bluefield (W. Va.)-Bluefield (Va.)	28.9	595	284	8
Charleston-South Charleston	118.3	107	48	1
Clarksburg	33.2	274	28	3
Fairmont	30.5	542	213	7
Huntington	93.0	178	44	2
Morgantown	30.0	607	180	6
Parkersburg	60.0	345	146	5
Weirton	33.2	686	350	9
Wheeling	65.1	291	115	4
WISCONSIN				
Appleton-Neenah-Menasha	62.0	293	117	5
Beloit	36.1	450	132	11
Eau Claire	40.5	535	207	15
Fond du Lac	32.1	425	111	9
Green Bay	63.4	290	114	4
Janesville	30.2	600	289	17
Kenosha	61.0	297	119	6
La Crosse	51.0	491	184	13
Madison	122.8	71	21	2
Manitowoc-Two Rivers	44.0	643	310	18
Milwaukee	765.0	19	18	1
Oshkosh	46.2	443	126	10
Racine	84.4	176	42	3
Sheboygan	48.3	455	135	12
Superior	35.9	517	189	14
Wausau	32.6	578	247	16
Wauwatosa	58.5	325	136	7
West Allis	69.9	346	147	8
WYOMING				
Casper	35.7	328	80	1
Cheyenne	38.1	356	83	2

Number of Households, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	No. of Hslds. (thous.)
1.	New York, N. Y.	2,442.4
2.	Chicago, Ill.	1,198.5
3.	Los Angeles, Cal.	831.8
4.	Philadelphia, Pa.	645.9
5.	Detroit, Mich.	553.6
6.	Baltimore, Md.	287.2
7.	Houston, Tex.	287.1
8.	Cleveland, Ohio	285.6
9.	San Francisco, Cal.	284.7
10.	St. Louis, Mo.	271.0
11.	Washington, D. C.	242.2
12.	Milwaukee, Wisc.	237.8
13.	Hempstead Township, N. Y.	231.8
14.	Dallas, Tex.	214.0
15.	Boston, Mass.	212.9
16.	Seattle, Wash.	199.4
17.	Pittsburgh, Pa.	190.3
18.	New Orleans, La.	185.5
19.	Cincinnati, Ohio	180.4
20.	Buffalo, N. Y.	175.6
21.	Minneapolis, Minn.	175.5
22.	Kansas City, Mo.	174.4
23.	San Diego, Cal.	173.2
24.	Denver, Colo.	173.1
25.	San Antonio, Tex.	159.4
26.	Atlanta, Ga.	148.7
27.	Indianapolis, Ind.	147.5
28.	Memphis, Tenn.	145.7
29.	Portland, Ore.	144.7
30.	Oakland, Cal.	143.4
31.	Columbus, Ohio	140.3
32.	Long Beach-Lakewood, Cal.	139.8
33.	Newark, N. J.	134.0
34.	Fort Worth, Tex.	128.2
35.	Louisville, Ky.	126.0
36.	Norfolk-Portsmouth-South Norfolk, Va.	120.7
37.	Toledo, Ohio	116.0
38.	Birmingham, Ala.	110.9
39.	Rochester, N. Y.	106.5
40.	St. Paul, Minn.	105.4
41.	Oklahoma City, Okla.	100.2
42.	Miami, Fla.	96.3
43.	Akron, Ohio	93.9
44.	Omaha, Neb.	91.7
45.	Dayton, Ohio	89.4
46.	Tulsa, Okla.	88.6
47.	Jersey City, N. J.	88.0
48.	Wichita, Kans.	84.4
49.	Honolulu, Hawaii	83.0
50.	Tampa, Fla.	82.5
51.	Phoenix, Ariz.	80.1
52.	Oyster Bay Township, N. Y.	73.1
53.	El Paso, Tex.	71.1
54.	Salt Lake City, Utah	69.4
55.	Richmond, Va.	69.3
56.	Des Moines, Iowa	68.9
57.	Providence, R. I.	68.3
58.	Jacksonville, Fla.	68.1
59.	North Hempstead Township, N. Y.	67.2
60.	St. Petersburg, Fla.	65.1
61.	Spokane, Wash.	63.9
62.	Syracuse, N. Y.	63.2
63.	Mobile-Prichard, Ala.	60.5
64.	Little Rock-North Little Rock, Ark.	60.1
65.	Flint, Mich.	59.7
66.	Grand Rapids, Mich.	59.5
67.	Worcester, Mass.	58.9
67.	Albuquerque, N. M.	58.9
69.	Shreveport, La.	56.4
70.	Hartford, Conn.	55.9
71.	Sacramento, Cal.	55.7
72.	Yonkers, N. Y.	55.5
73.	Tacoma, Wash.	54.6
74.	Nashville, Tenn.	54.2
75.	Austin, Tex.	53.6

See bold-face text page 160 for population groups.

Number of Households, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	No. of Hlds. ($000)
76.	South Bend-Mishawaka, Ind.	51.5
77.	San Jose, Cal.	51.4
78.	Youngstown, Ohio	51.3
79.	Gary, Ind.	50.8
80.	Corpus Christi, Tex.	50.7
81.	Bridgeport, Conn.	50.3
82.	Newport News-Hampton, Va.	49.8
83.	Springfield, Mass.	49.5
84.	New Haven, Conn.	49.1
85.	Hammond-East Chicago, Ind.	48.7
86.	Baton Rouge, La.	48.2
87.	Fort Wayne, Ind.	48.1
88.	Charlotte, N. C.	47.4
89.	Chattanooga, Tenn.	47.2
90.	Albany, N. Y.	45.7
91.	Paterson, N. J.	44.8
92.	Evansville, Ind.	43.7
93.	Pasadena, Cal.	43.6
93.	Amarillo, Tex.	43.6
95.	Erie, Pa.	43.2
96.	Lubbock, Tex.	43.0
97.	Glendale, Cal.	42.6
98.	Passaic-Clifton, N. J.	42.0
99.	Lincoln, Neb.	41.9
100.	Savannah, Ga.	41.8
101.	Kansas City, Kans.	40.4
102.	Fresno, Cal.	40.0
103.	Lansing, Mich.	39.8
104.	Berkeley, Cal.	39.7
105.	Montgomery, Ala.	38.9
106.	Canton, Ohio	38.6
107.	Rockford, Ill.	38.5
108.	Scranton, Pa.	38.4
109.	Topeka, Kans.	38.0
110.	Knoxville, Tenn.	37.9
111.	Camden, N. J.	37.4
112.	Peoria, Ill.	37.3
112.	Beaumont, Tex.	37.3
114.	Columbus, Ga.	36.7
115.	Jackson, Miss.	36.5
116.	Dearborn, Mich.	35.8
117.	Charleston-South Charleston, W. Va.	35.5
118.	Trenton, N. J.	35.0
119.	Springfield, Mo.	34.7
120.	Tucson, Ariz.	34.3
120.	Reading, Pa.	34.3
122.	Cambridge, Mass.	34.2
122.	Madison, Wisc.	34.2
124.	Duluth, Minn.	34.0
125.	Pawtucket-Central Falls, R. I.	33.7
126.	Wilmington, Del.	33.6
126.	New Bedford, Mass.	33.6
128.	Allentown, Pa.	33.5
129.	Rock Island-Moline-East Moline, Ill.	33.4
130.	Waterbury, Conn.	33.3
130.	Elizabeth, N. J.	33.3
132.	Winston-Salem, N. C.	32.7
133.	Greensboro, N. C.	32.3
134.	Utica, N. Y.	32.0
135.	Fall River, Mass.	31.9
136.	Waco, Tex.	31.8
137.	Santa Monica, Cal.	30.8
137.	Schenectady, N. Y.	30.8
139.	Fort Lauderdale, Fla.	30.7
139.	Roanoke, Va.	30.7
141.	Brownsville-Harlingen-McAllen, Tex.	30.5
142.	Saginaw, Mich.	30.3
143.	Burbank, Cal.	30.2
144.	Sioux City, Iowa	30.0
144.	Lynn, Mass.	30.0
146.	Niagara Falls, N. Y.	29.9
147.	San Bernardino, Cal.	29.7
148.	Springfield, Ill.	29.5
149.	Harrisburg, Pa.	29.1
150.	Orlando, Fla.	29.0
150.	Augusta, Ga.	29.0
150.	Columbia, S. C.	29.0
153.	Pueblo, Colo.	28.6
153.	St. Joseph, Mo.	28.6
155.	Huntington, W. Va.	28.5
156.	Davenport, Iowa	28.3
157.	Torrance, Cal.	28.2
158.	Upper Darby Township, Pa.	28.0
159.	Cedar Rapids, Iowa	27.6
160.	East Orange, N. J.	27.4
161.	Springfield, Ohio	27.2
162.	Lowell, Mass.	27.1
163.	Riverside, Cal.	27.0
163.	Alexandria, Va.	27.0
165.	East St. Louis, Ill.	26.9
166.	Somerville, Mass.	26.4
166.	Manchester, N. H.	26.4
168.	Colorado Springs, Colo.	26.2
168.	Macon, Ga.	26.2
170.	Wichita Falls, Tex.	26.1
171.	Racine, Wisc.	25.7
172.	Santa Ana, Cal.	25.6
173.	Stamford, Conn.	25.4
174.	Anaheim, Cal.	25.3
174.	Stockton, Cal.	25.3
176.	Waterloo, Iowa	25.0
176.	Quincy, Mass.	25.0
178.	New Britain, Conn.	24.9
178.	Portland, Maine	24.9
180.	Terre Haute, Ind.	24.8
181.	Decatur, Ill.	24.7
182.	Newton, Mass.	24.6
183.	Appleton-Nennah-Menasha, Wisc.	24.5
184.	Kalamazoo, Mich.	24.2
185.	Pontiac, Mich.	23.8
186.	Odessa, Tex.	23.6
187.	Durham, N. C.	23.4
188.	Binghamton, N. Y.	23.3
189.	Altoona, Pa.	23.0
190.	Alameda, Cal.	22.8
190.	Bayonne, N. J.	22.8
192.	Lakewood, Ohio	22.7
193.	Mount Vernon, N. Y.	22.6
194.	Galveston, Tex.	22.4
195.	Garden Grove, Cal.	22.3
195.	Troy, N. Y.	22.3
195.	Levittown-Fairless Hills, Pa.	22.3
198.	Compton, Cal.	22.1
199.	Covington, Ky.	22.0
199.	Lawrence, Mass.	22.0

Total Net Effective Buying Income, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Net Effective Buying Income ($000)
1.	New York, N. Y.	17,627,072
2.	Chicago, Ill.	8,847,372
3.	Los Angeles, Cal.	5,447,924
4.	Philadelphia, Pa.	4,257,967
5.	Detroit, Mich.	4,064,334
6.	San Francisco, Cal.	2,106,153
7.	Hempstead Township, N. Y.	2,038,276
8.	Cleveland, Ohio	1,953,067
9.	Baltimore, Md.	1,849,605
10.	Washington, D. C.	1,808,340
11.	Houston, Tex.	1,786,262
12.	St. Louis, Mo.	1,712,293
13.	Milwaukee, Wisc.	1,532,389
14.	Boston, Mass.	1,519,134
15.	Pittsburgh, Pa.	1,368,903
16.	Seattle, Wash.	1,341,732
17.	Dallas, Tex.	1,339,518
18.	Buffalo, N. Y.	1,173,538
19.	Minneapolis, Minn.	1,150,802
20.	Kansas City, Mo.	1,146,265
21.	San Diego, Cal.	1,127,281
22.	New Orleans, La.	1,120,459
23.	Cincinnati, Ohio	1,119,507
24.	Denver, Colo.	1,112,642
25.	Indianapolis, Ind.	993,533
26.	Columbus, Ohio	986,086
27.	Newark, N. J.	975,310
28.	Oakland, Cal.	953,981
29.	Atlanta, Ga.	945,184
30.	Toledo, Ohio	849,624
31.	Long Beach-Lakewood, Cal.	839,580
32.	Memphis, Tenn.	818,876
33.	Portland, Ore.	797,485
34.	Norfolk-Portsmouth-South Norfolk, Va.	795,871
35.	San Antonio, Tex.	783,189
36.	Fort Worth, Tex.	742,667
37.	Rochester, N. Y.	726,337
38.	Louisville, Ky.	716,875
39.	St. Paul, Minn.	667,207
40.	Dayton, Ohio	640,905
41.	Akron, Ohio	612,518
42.	Jersey City, N. J.	601,036
43.	North Hempstead Township, N. Y.	599,585
44.	Birmingham, Ala.	599,344
45.	Oyster Bay Township, N. Y.	596,905
46.	Omaha, Neb.	591,525
47.	Miami, Fla.	579,689
48.	Honolulu, Hawaii	575,814
49.	Oklahoma City, Okla.	553,709
50.	Tulsa, Okla.	538,386
51.	Wichita, Kans.	482,070

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LOS ANGELES HERALD-EXPRESS

Total Net Effective Buying Income, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Net Effective Buying Income ($000)
52.	Phoenix, Ariz.	469,173
53.	Richmond, Va.	462,227
54.	Hartford, Conn.	451,448
55.	Yonkers, N. Y.	450,070
56.	Des Moines, Iowa	442,783
57.	Syracuse, N. Y.	441,938
58.	El Paso, Tex.	423,908
59.	Sacramento, Cal.	421,566
60.	Providence, R. I.	421,217
61.	Flint, Mich.	417,400
62.	Worcester, Mass.	409,620
63.	Tampa, Fla.	409,378
64.	Salt Lake City, Utah	406,884
65.	Bridgeport, Conn.	392,150
66.	Spokane, Wash.	380,192
67.	New Haven, Conn.	380,061
68.	Jacksonville, Fla.	379,300
69.	South Bend-Mishawaka, Ind.	367,489
70.	Grand Rapids, Mich.	367,412
71.	Springfield, Mass.	361,570
72.	Youngstown, Ohio	357,429
73.	Albuquerque, N. M.	356,964
74.	Gary, Ind.	351,516
75.	Hammond-East Chicago, Ind.	342,998
76.	Mobile-Prichard, Ala.	337,039
77.	San Jose, Cal.	336,402
78.	Shreveport, La.	329,548
79.	St. Petersburg, Fla.	320,355
80.	Fort Wayne, Ind.	319,206
81.	Austin, Tex.	318,010
82.	Newport News-Hampton, Va.	314,049
83.	Baton Rouge, La.	311,857
84.	Passaic-Clifton, N. J.	310,671
85.	Berkeley, Cal.	309,588
86.	Albany, N. Y.	307,759
87.	Charlotte, N. C.	306,026
88.	Pasadena, Cal.	301,654
89.	Little Rock-N. Little Rock, Ark.	301,593
90.	Paterson, N. J.	300,403
91.	Glendale, Cal.	294,776
92.	Tacoma, Wash.	289,989
93.	Nashville, Tenn.	289,716
94.	Corpus Christi, Tex.	289,178
95.	Erie, Pa.	284,750
96.	Lubbock, Tex.	282,804
97.	Amarillo, Tex.	280,849
98.	Wilmington, Del.	278,952
99.	Cambridge, Mass.	277,783
100.	Lansing, Mich.	276,279
101.	Madison, Wisc.	275,040

Rank	SM ESTIMATES CITY and FTATE	Net Effective Buying Income ($000)
102.	Trenton, N. J.	274,154
103.	Dearborn, Mich.	273,571
104.	Rockford, Ill.	272,040
105.	Peoria, Ill.	265,103
106.	Lincoln, Neb.	263,035
107.	Fresno, Cal.	260,340
108.	Newton, Mass.	257,542
109.	Evansville, Ind.	257,271
110.	Elizabeth, N. J.	257,140
111.	Waterbury, Conn.	251,063
112.	Camden, N. J.	246,841
113.	Evanston, Ill.	242,370
114.	Canton, Ohio	238,070
115.	Bethesda, Md.	236,877
116.	Charleston-South Charleston, W. Va.	234,632
117.	East Orange, N. J.	233,353
118.	Upper Darby Township, Pa.	233,221
119.	Chattanooga, Tenn.	232,566
120.	Reading, Pa.	231,787
121.	Rock Island-East Moline-Moline, Ill.	228,090
122.	Allentown, Pa.	227,434
123.	Greensboro, N. C.	226,622
124.	Stamford, Conn.	226,445
125.	Tucson, Ariz.	221,361
126.	Kansas City, Kans.	220,664
127.	Beaumont, Tex.	218,976
128.	Schenectady, N. Y.	217,936
129.	Topeka, Kans.	213,655
130.	Scranton, Pa.	213,406
131.	Montgomery, Ala.	212,361
132.	Savannah, Ga.	209,140
133.	Brookline, Mass.	208,201
134.	Lower Merion Township, Pa.	208,152
135.	Alexandria, Va.	206,893
136.	Columbus, Ohio	205,996
137.	Knoxville, Tenn.	205,188
138.	Lynn, Mass.	204,984
139.	Niagara Falls, N. Y.	203,596
140.	New Rochelle, N. Y.	202,171
141.	Duluth, Minn.	201,072
142.	New Britain, Conn.	200,232
143.	Santa Monica, Cal.	199,759
144.	Cleveland Heights, Ohio	199,062
145.	Lakewood, Ohio	197,882
146.	Burbank, Cal.	197,878
147.	Utica, N. Y.	194,754
148.	Harrisburg, Pa.	193,260
149.	Winston-Salem, N. C	193,236
150.	Pawtucket-Central Falls, R. I.	193,008

Rank	SM ESTIMATES CITY and STATE	Net Effective Buying Income ($000)
151.	Mount Vernon, N. Y.	192,873
152.	New Bedford, Mass.	191,391
153.	West Hartford, Conn.	190,829
154.	Wichita Falls, Tex.	189,870
155.	San Bernardino, Cal.	189,469
156.	Oak Park, Ill.	189,432
157.	Saginaw, Mich.	189,246
158.	San Mateo, Cal.	188,186
159.	Quincy, Mass.	188,116
160.	Springfield, Ill.	186,928
161.	Jackson, Miss.	185,292
162.	Roanoke, Va.	184,979
163.	Somerville, Mass.	184,222
164.	Fall River, Mass.	182,649
165.	Davenport, Iowa	180,311
166.	Stockton, Cal.	180,190
167.	Sioux City, Iowa	178,786
168.	Torrance, Cal.	178,565
169.	Champaign-Urbana, Ill.	177,617
170.	Greenwich, Conn.	177,212
171.	Springfield, Mo.	146,581
172.	Cedar Rapids, Iowa	174,311
173.	Racine, Wisc.	174,278
174.	Fort Lauderdale, Fla.	171,876
175.	Columbia, S. C.	171,648
176.	Lowell, Mass.	171,591
177.	Springfield, Ohio	169,744
178.	Waco, Tex.	164,602
179.	Norwalk, Conn.	164,265
180.	Binghamton, N. Y.	163,701
181.	Bayonne, N. J.	163,135
182.	Huntington, W. Va.	162,972
183.	Pontiac, Mich.	162,950
184.	Waterloo, Iowa	162,703
185.	Manchester, N. H.	162,031
186.	Orlando, Fla.	161,657
187.	St. Joseph, Mo.	160,690
188.	Kalamazoo, Mich.	159,913
189.	Odessa, Tex.	159,737
190.	Decatur, Ill.	157,762
191.	Meriden-Wallingford, Conn.	156,920
192.	Portland, Me.	156,282
193.	Levittown, Pa.	156,245
194.	Royal Oak, Mich.	155,582
195.	Pueblo, Colo.	155,486
196.	Raleigh, N. C.	154,559
197.	Cicero, Ill.	153,743
198.	Miami Beach, Fla.	153,590
199.	Alameda, Cal.	152,304
200.	Shaker Heights, Ohio	150,331

Per Household Income, 200 Leading Cities

Rank	SM ESTIMATES CITY and FTATE	Per Household Income ($000)
1.	Shaker Heights, Ohio	13,187
2.	East Lansing, Mich.	13,114
3.	Wilmette, Ill.	12,116
4.	West Hartford, Conn.	11,565
5.	Lower Merion Township, Pa.	11,564
6.	Greenwich, Conn.	11,507
7.	Cheltenham Township, Pa.	11,458
8.	Ridgewood, N. J.	11,328
9.	Brookline, Mass.	11,315
10.	Beverly Hills, Cal.	11,246
11.	Mt. Lebanon Township, Pa.	11,209
12.	Maplewood Township, N. J.	11,135
13.	Evanston, Ill.	11,118

Rank	SM ESTIMATES CITY and FTATE	Per Household Income ($000)
14.	Bethesda, Md.	10,866
15.	Teaneck Township, N. J.	10,729
16.	Westfield, N. J.	10,628
17.	Newton, Mass.	10,469
18.	Cleveland Heights, Ohio	10,368
19.	State College-Bellefonte, Pa.	10,361
20.	Montclair, N. J.	10,234
21.	Haverford Township, Pa.	10,142
22.	Belmont, Mass.	10,105
23.	Anchorage, Alaska	10,063
24.	University Park, Tex.	10,060
25.	Englewood, N. J.	10,016
26.	Park Ridge, Ill.	9,923
27.	Oak Park, Ill.	9,865

Rank	SM ESTIMATES CITY and FTATE	Per Household Income ($000)
28.	Menlo Park, Cal.	9,625
29.	New Rochelle, N. Y.	9,492
30.	Wauwatosa, Wisc.	9,458
31.	White Plains, N. Y.	9,450
32.	Ann Arbor, Mich.	9,401
33.	Ithaca, N. Y.	9,330
34.	West Orange, N. J.	9,314
35.	Elmhurst, Ill.	9,109
36.	Birmingham, Mich.	9,013
37.	Nutley, N. J.	9,012
38.	North Hempstead Township, N. Y.	8,922
39.	Stamford, Conn.	8,915
40.	Annapolis, Md.	8,807

Per Household Income, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Per Household Income ($000)
41.	San Mateo, Cal.	8,794
42.	Hempstead Township, N. Y.	8,793
43.	Champaign-Urbana, Ill.	8,750
44.	Norwalk, Conn.	8,738
45.	Lakewood, Ohio	8,717
46.	South Euclid, Ohio	8,713
47.	Union Township, N. J.	8,707
48.	Plainfield, N. J.	8,614
49.	West Haven, Conn.	8,584
50.	Bloomington, Ind.	8,538
51.	Mount Vernon, N. Y.	8,534
52.	East Orange, N. J.	8,517
53.	Webster Groves, Mo.	8,439
54.	Altadena Township, Cal.	8,381
54.	Fair Lawn, N. J.	8,381
56.	Vallejo, Cal.	8,330
57.	Upper Darby Township, Pa.	8,329
58.	Wilmington, Del.	8,302
59.	Framingham, Mass.	8,295
60.	Abington Township, Pa.	8,208
61.	Long Beach, N. Y.	8,202
62.	Maywood, Ill.	8,196
63.	Arlington, Mass.	8,195
64.	Oyster Bay Township, N. Y.	8,168
65.	Lake Charles, La.	8,129
66.	Rahway, N. J.	8,125
67.	Cambridge, Mass.	8,122
68.	Coral Gables, Fla.	8,121
69.	Melrose, Mass.	8,114
70.	Yonkers, N. Y.	8,109
71.	Linden, N. J.	8,103
72.	Hartford, Conn.	8,076
73.	New Brunswick, N. J.	8,054
74.	Madison, Wisc.	8,042
75.	New Britain, Conn.	8,041
76.	Hackensack, N. J.	8,016
77.	Newport, R. I.	7,996
78.	Woodbridge Township, N. J.	7,973
79.	University City, Mo.	7,968
80.	Berwyn, Ill.	7,944
81.	Iowa City, Iowa	7,886
82.	Trenton, N. J.	7,833
83.	Berkeley, Cal.	7,798
84.	Bridgeport, Conn.	7,796
85.	Ames, Iowa	7,786
86.	Ravenna-Kent, Ohio	7,782
87.	East Hartford, Conn.	7,774
88.	Euclid, Ohio	7,768
89.	Miami Beach, Fla.	7,757
90.	Braintree, Mass.	7,753
91.	Skokie, Ill.	7,751
92.	New Haven, Conn.	7,741
93.	Bristol, Conn.	7,737

Rank	SM ESTIMATES CITY and FTATE	Per Household Income ($000)
94.	Palo Alto, Cal.	7,722
94.	Elizabeth, N. J.	7,722
96.	Waukegan, Ill.	7,715
97.	Bloomfield, N. J.	7,712
98.	Midland, Tex.	7,679
99.	Alexandria, Va.	7,663
100.	Highland Park, Mich.	7,647
101.	Dearborn, Mich.	7,642
101.	Kirkwood, Mo.	7,642
103.	Medford, Mass.	7,628
104.	Middletown, Conn.	7,596
105.	Orange, N. J.	7,575
106.	Des Plaines, Ill.	7,572
107.	Sacramento, Cal.	7,569
108.	Parma, Ohio	7,556
109.	Waterbury, Conn.	7,539
110.	Quincy, Mass.	7,525
111.	Stratford, Conn.	7,523
112.	Watertown, Mass.	7,515
113.	Meriden-Wallingford, Conn.	7,508
114.	New London, Conn.	7,506
115.	Bakersfield, Cal.	7,502
115.	Irvington, N. J.	7,502
117.	Belleville, N. J.	7,497
118.	East Cleveland, Ohio	7,488
119.	South San Francisco, Cal.	7,475
120.	Washington, D. C.	7,472
121.	Northampton, Mass.	7,457
122.	Waltham, Mass.	7,454
123.	Daly City, Cal.	7,434
124.	San Francisco, Cal.	7,398
125.	Passaic-Clifton, N. J.	7,397
126.	Chicago, Ill.	7,394
127.	Redwood City, Cal.	7,380
128.	Royal Oak, Mich.	7,374
129.	Ventura, Cal.	7,357
130.	Garfield Heights, Ohio	7,352
131.	Detroit, Mich.	7,342
132.	Toledo, Ohio	7,324
133.	Columbia, Mo.	7,321
134.	North Bergen Township	7,309
135.	Arcadia, Cal.	7,305
136.	Springfield, Mass.	7,304
137.	Park Forest, Ill.	7,293
138.	Santa Clara, Cal.	7,291
139.	Manchester, Conn.	7,281
140.	Newark, N. J.	7,278
141.	Allen Park, Mich.	7,277
142.	Wichita Falls, Tex.	7,275
143.	Dayton, Ohio	7,236
144.	Chicopee, Mass.	7,233
145.	New York, N. Y.	7,217
146.	Sharon-Farrell-Sharpsville, Pa.	7,214

Rank	SM ESTIMATES CITY and FTATE	Per Household Income ($000)
147.	Chester, Pa.	7,194
148.	Norristown, Pa.	7,189
149.	Oak Ridge, Tenn.	7,161
150.	Joliet, Ill.	7,156
151.	Bayonne, N. J.	7,155
152.	Decatur, Ga.	7,154
153.	Natick, Mass.	7,150
154.	Bellaire, Tex.	7,143
155.	South Bend-Mishawaka, Ind.	7,136
155.	Lancaster, Pa.	7,136
157.	Boston, Mass.	7,135
158.	Reno, Nev.	7,132
159.	Stockton, Cal.	7,122
159.	Woburn, Mass.	7,122
161.	Cicero, Ill.	7,118
161.	Lorain, Ohio	7,118
163.	Peoria, Ill.	7,107
164.	Aurora, Ill.	7,106
165.	Wyandotte, Mich.	7,102
166.	Morgantown, W. Va.	7,098
167.	Elgin, Ill.	7,084
168.	Schenectady, N. Y.	7,076
169.	Ferndale, Mich.	7,070
169.	Pottstown, Pa.	7,070
171.	Rockford, Ill.	7,066
172.	West Mifflin, Pa.	7,063
173.	Amsterdam, N. Y.	7,061
174.	Maple Heights, Ohio	7,049
175.	Aliquippa-Rochester-Beaver, Pa.	7,048
176.	East Providence, R. I.	7,045
177.	Hammond-East Chicago, Ind.	7,043
178.	Bloomington-Normal, Ill.	7,030
179.	Columbus, Ohio	7,028
180.	Binghamton, N. Y.	7,026
181.	Raleigh, N. C.	7,025
182.	Greensboro, N. C.	7,016
183.	Stillwater, Okla.	7,014
184.	Wilkinsburg, Pa.	7,008
185.	Levittown-Fairless Hills, Pa.	7,007
186.	Pittsfield, Mass.	7,005
187.	Syracuse, N. Y.	6,993
188.	Flint, Mich.	6,992
189.	Hamtramck, Mich.	6,982
190.	Somerville, Mass.	6,978
191.	Kearny, N. J.	6,977
192.	Youngstown, Ohio	6,967
193.	Worcester, Mass.	6,954
194.	Eureka, Cal.	6,952
195.	St. Louis Park, Minn.	6,949
196.	Weymouth, Mass.	6,946
197.	Lansing, Mich.	6,942
198.	Honolulu, Hawaii	6,938
199.	Salem, Mass.	6,933
200.	Denton, Tex.	6,925

Total Retail Sales, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Total Retail Sales ($000)
1.	New York, N. Y.	10,032,317
2.	Chicago, Ill.	5,478,723
3.	Los Angeles, Cal.	3,703,397
4.	Philadelphia, Pa.	2,721,322
5.	Detroit, Mich.	2,827,004
6.	Cleveland, Ohio	1,482,316
7.	Boston, Mass.	1,417,317
8.	Baltimore, Md.	1,396,944

Rank	SM ESTIMATES CITY and STATE	Total Retil Sales ($000)
9.	Washington, D. C.	1,332,143
10.	Hempstead Township, N. Y.	1,304,522
11.	Houston, Tex.	1,269,946
12.	St. Louis, Mo.	1,174,692
13.	San Francisco, Cal.	1,157,612
14.	Milwaukee, Wisc.	1,155,098
15.	Dallas, Tex.	1,152,271
16.	Pittsburgh, Pa.	1,056,575

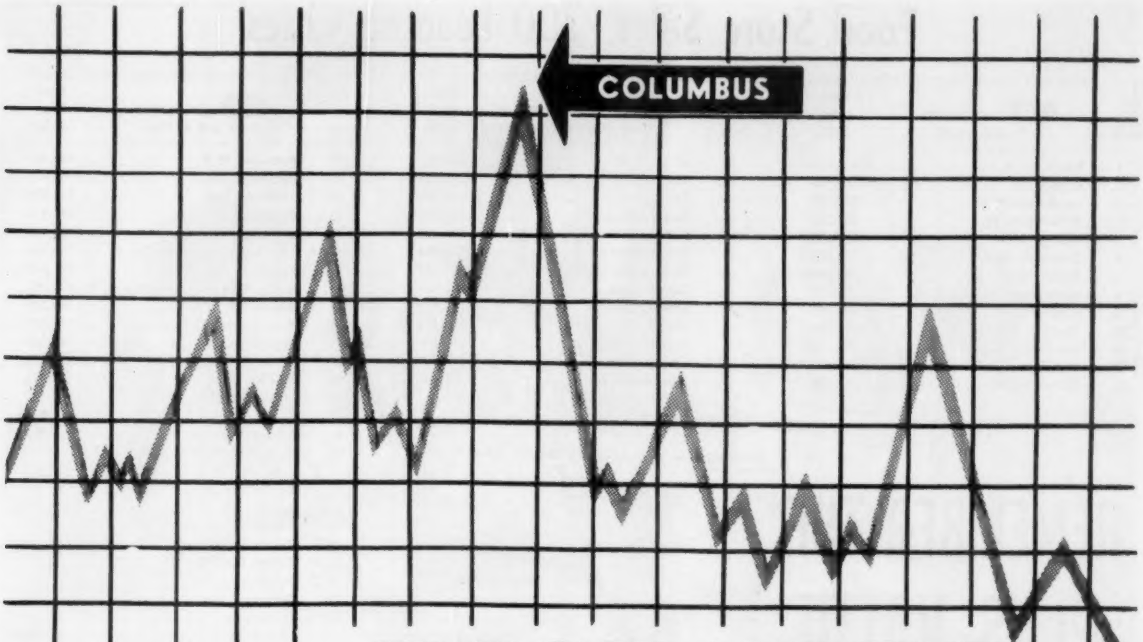
Rank	SM ESTIMATES CITY and STATE	Total Retail Sales ($000)
17.	Seattle, Wash.	970,065
18.	Minneapolis, Minn.	950,154
19.	Atlanta, Ga.	949,935
20.	Indianapolis, Ind.	880,609
21.	Denver, Colo.	879,558
22.	Kansas City, Mo.	857,878
23.	Buffalo, N. Y.	857,364
24.	Cincinnati, Ohio	853,618

Total Retail Sales, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Total Retail Sales ($000)
25.	Miami, Fla.	849,342
26.	Columbus, Ohio	772,260
27.	New Orleans, La.	744,062
28.	San Diego, Cal.	736,548
29.	Portland, Ore.	731,682
30.	Newark, N. J.	687,792
31.	Memphis, Tenn.	667,054
32.	Oakland, Cal.	654,635
33.	Rochester, N. Y.	636,933
34.	Long Beach-Lakewood, Cal.	635,867
35.	San Antonio, Tex.	628,671
36.	Louisville, Ky.	612,699
37.	Fort Worth, Tex.	593,790
38.	Jacksonville, Fla.	541,435
39.	St. Paul, Minn.	532,121
40.	Dayton, Ohio	510,571
41.	Birmingham, Ala.	507,440
42.	Norfolk-Portsmouth, Va.	502,286
43.	Oklahoma City, Okla.	488,146
44.	Toledo, Ohio	475,299
45.	Phoenix, Ariz.	464,575
46.	Omaha, Neb.	460,100
47.	Akron, Ohio	455,965
48.	North Hempstead Township, N. Y.	455,099
49.	Sacramento, Cal.	454,794
50.	Tampa, Fla.	449,132
51.	Richmond, Va.	442,007
52.	Wichita, Kans.	395,604
53.	Nashville, Tenn.	394,390
54.	Tulsa, Okla.	389,705
55.	Syracuse, N. Y.	386,214
56.	Salt Lake City, Utah	384,506
57.	Providence, R. I.	377,171
58.	Flint, Mich.	364,068
59.	Honolulu, Hawaii	360,650
60.	Hartford, Conn.	359,505
61.	Grand Rapids, Mich.	340,049
62.	Des Moines, Iowa	337,560
63.	San Jose, Cal.	337,428
64.	Fresno, Cal.	312,868
65.	St. Petersburg, Fla.	309,342
66.	Charlotte, N. C.	309,050
67.	Worcester, Mass.	302,442
68.	El Paso, Tex.	300,765
69.	Albuquerque, N. M.	297,889
70.	Spokane, Wash.	297,561
71.	Mobile-Prichard, Ala.	293,659
72.	Trenton, N. J.	291,401
73.	Wilmington, Del.	288,181
74.	Youngstown, Ohio	286,561
75.	Orlando, Fla.	277,083
76.	Springfield, Mass.	276,908
77.	Little Rock-North Little Rock, Ark.	271,298
78.	Baton Rouge, La.	268,718
79.	Pasadena, Cal.	262,412
80.	New Haven, Conn.	261,512
81.	South Bend-Mishawaka, Ind.	259,620

Rank	SM ESTIMATES CITY and STATE	Total Retail Sales ($000)
82.	Tacoma, Wash.	254,132
83.	Jersey City, N. J.	252,224
84.	Fort Wayne, Ind.	247,975
85.	Knoxville, Tenn.	247,087
86.	Dearborn, Mich.	246,115
87.	Albany, N. Y.	245,207
88.	Chattanooga, Tenn.	244,126
89.	Corpus Christi, Tex.	240,909
90.	Paterson, N. J.	240,853
91.	Hammond-East Chicago, Ind.	237,847
92.	Greensboro, N. C.	234,963
93.	Tucson, Ariz.	234,878
94.	Bridgeport, Conn.	234,610
95.	Shreveport, La.	231,232
96.	Charleston-South Charleston, W. Va.	228,210
97.	Gary, Ind.	228,148
98.	Passaic-Clifton, N. J.	225,155
99.	Fort Lauderdale, Fla.	221,848
100.	White Plains, N. Y.	220,583
101.	Austin, Tex.	219,336
102.	Glendale, Cal.	218,956
103.	Rockford, Ill.	216,458
104.	Peoria, Ill.	215,729
105.	Cambridge, Mass.	215,217
106.	Lansing, Mich.	213,951
107.	Allentown, Pa.	211,557
108.	Bakersfield, Cal.	206,933
109.	Harrisburg, Pa.	206,572
110.	Canton, Ohio	202,955
111.	Erie, Pa.	202,460
112.	Amarillo, Tex.	201,663
113.	Evansville, Ind.	200,572
114.	Madison, Wisc.	200,367
115.	Yonkers, N. Y.	199,496
116.	Lubbock, Tex.	197,261
117.	Montgomery, Ala.	194,435
118.	San Bernardino, Cal.	194,341
119.	Santa Ana, Cal.	191,269
120.	Savannah, Ga.	190,749
121.	Newport News-Hampton, Va.	190,570
122.	Compton, Cal.	189,296
123.	Kalamazoo, Mich.	189,210
124.	Winston-Salem, N. C.	185,112
125.	Lincoln, Neb.	182,693
126.	Springfield, Ill.	179,100
127.	Columbia, S. C.	178,175
128.	Camden, N. J.	177,462
129.	Santa Monica, Cal.	176,239
130.	Stockton, Cal.	175,707
131.	Reading, Pa.	174,333
132.	Colorado Springs, Colo.	171,259
133.	Beaumont, Tex.	169,903
134.	Jackson, Miss.	168,323
135.	Burbank, Cal.	167,057
136.	Rock Island-Moline-East Moline, Ill.	166,938
137.	West Palm Beach, Fla.	165,518
138.	Inglewood, Cal.	162,524
139.	Schenectady, N. Y.	162.212
140.	Alexandria, Va.	159,742

Rank	SM ESTIMATES CITY and STATE	Total Retail Sales ($000)
141.	Saginaw, Mich.	158,506
142.	Stamford, Conn.	157,195
143.	Beverly Hills, Cal.	157,061
144.	Duluth, Minn.	156,657
145.	Augusta, Ga.	156,588
146.	Kansas City, Kans.	155,059
147.	Miami Beach, Fla.	154,248
148.	Pensacola, Fla.	154,094
149.	Sioux City, Iowa	153,614
150.	Las Vegas, Nev.	153,028
151.	Scranton, Pa.	151,867
152.	Elizabeth, N. J.	150,521
153.	Columbus, Ga.	149,470
154.	Cedar Rapids, Iowa	149.430
155.	Berkeley, Cal.	149,073
156.	Topeka, Kans.	149,054
157.	Macon, Ga.	148,361
158.	Portland, Me.	148,099
159.	Waco, Tex.	147,273
160.	Utica, N. Y.	147,126
161.	Waterbury, Conn.	146,351
162.	Davenport, Iowa	146,329
163.	Raleigh, N. C.	146,274
164.	Greenville, S. C.	144,776
165.	Niagara Falls, N. Y.	144,515
166.	Roanoke, Va.	144,473
167.	Riverside, Cal.	143,490
168.	Lexington, Ky.	143,232
169.	Huntington, W. Va.	142,365
170.	Binghamton, N. Y.	142,098
171.	Pontiac, Mich.	140.996
172.	Whittier, Cal.	139,939
173.	Charleston, S. C.	139,747
174.	Brownsville-Harlingen-McAllen, Tex.	139,735
175.	Decatur, Ill.	139,389
176.	Lancaster, Pa.	139,096
177.	Evanston, Ill.	138,696
178.	Upper Darby Township, Pa.	136,428
179.	Atlantic City, N. J.	135,838
180.	Newton, Mass.	135,373
181.	Quincy, Mass.	134,023
182.	Joliet, Ill.	133,306
183.	Springfield, Ohio	133,022
184.	Oyster Bay Township, N. Y.	131,588
185.	East St. Louis, Ill.	131,538
186.	Reno, Nev.	131,319
187.	Culver City, Cal.	129,901
188.	Springfield, Mo.	129,729
189.	Hackensack, N. J.	128,513
190.	York, Pa.	128,171
191.	New Bedford, Mass.	127,993
192.	Pueblo, Colo.	125,140
193.	Chester, Pa.	124,623
194.	Eugene-Springfield, Ore.	124,398
195.	Oak Park, Ill.	124,086
196.	Lynn, Mass.	123,632
197.	San Mateo, Cal.	122,965
198.	Modesto, Cal.	122,119
199.	Manchester, N. H.	121,880
200.	Lawrence, Mass.	121,647



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The Columbus Dispatch

Food Store Sales, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Food Sales ($000)
1.	New York, N. Y.	2,839,849
2.	Chicago, Ill.	1,178,566
3.	Los Angeles, Cal.	857,188
4.	Philadelphia, Pa.	827,734
5.	Detroit, Mich.	600,049
6.	Cleveland, Ohio	359,288
7.	Boston, Mass.	355,974
8.	Hempstead Township, N. Y.	355,022
9.	Baltimore, Md.	328,180
10.	Houston, Tex.	297,441
11.	San Francisco, Cal.	266,813
12.	Washington, D. C.	265,464
13.	Milwaukee, Wisc.	264,455
14.	St. Louis, Mo.	246,307
15.	Pittsburgh, Pa.	237,308
16.	Dallas, Tex.	231,426
17.	Seattle, Wash.	208,030
18.	Buffalo, N. Y.	200,335
19.	Cincinnati, Ohio	193,407
20.	Minneapolis, Minn.	187,193
21.	Denver, Colo.	185,463
22.	Atlanta, Ga.	180,929
23.	Miami, Fla.	180,343
24.	Columbus, Ohio	177,808
25.	Portland, Ore.	177,603
26.	Indianapolis, Ind.	171,864
27.	Rochester, N. Y.	160,067
28.	San Diego, Cal.	156,472
29.	Memphis, Tenn.	152,031
30.	Oakland, Cal.	149,168
31.	San Antonio, Tex.	146,748
32.	Long Beach-Lakewood, Cal.	145,995
33.	Louisville, Ky.	141,707
34.	North Hempstead Township, N. Y.	141,283
35.	Kansas City, Mo.	140,625
36.	New Orleans, La.	138,261
37.	Fort Worth, Tex.	136,065
38.	Newark, N. J.	135,323
39.	St. Paul, Minn.	123,919
40.	Jacksonville, Fla.	123,620
41.	Dayton, Ohio	121,501
42.	Norfolk-Portsmouth-South Norfolk, Va.	118,555
43.	Birmingham, Ala.	116,711
44.	Akron, Ohio	109,511
45.	Oklahoma City, Okla.	107,793
46.	Toledo, Ohio	107,376
47.	Tampa, Fla.	105,435
48.	Sacramento, Cal.	102,182
49.	Richmond, Va.	97,531
50.	Omaha, Neb.	97,286
51.	Phoenix, Ariz.	93,758
52.	Honolulu, Hawaii	91,479
53.	Wichita, Kans.	85,027
54.	Syracuse, N. Y.	84,566
55.	Jersey City, N. J.	84,287
56.	San Jose, Cal.	82,424
57.	Flint, Mich.	81,614
58.	Tulsa, Okla.	79,479
59.	Salt Lake City, Utah	79,008
60.	Grand Rapids, Mich.	77,692
61.	Mobile-Prichard, Ala.	77,029
62.	Fresno, Cal.	76,434
63.	Nashville, Tenn.	76,061
64.	Worcester, Mass.	74,837
65.	Youngstown, Ohio	72,225
66.	Trenton, N. J.	70,996
67.	Des Moines, Iowa	70,883
68.	Spokane, Wash.	68,513
69.	El Paso, Tex.	68,500
70.	Yonkers, N. Y.	67,722
71.	Providence, R. I.	67,293
72.	Albuquerque, N. M.	66,174
73.	Glendale, Cal.	64,172
74.	Tucson, Ariz.	62,943
75.	Passaic-Clifton, N. J.	62,655
76.	Hartford, Conn.	62,597
77.	Tacoma, Wash.	62,080
78.	Springfield, Mass.	60,868
79.	Bridgeport, Conn.	60,747
80.	South Bend-Mishawaka, Ind.	60,304
81.	Gary, Ind.	59,590
82.	Little Rock-North Little Rock, Ark.	59,222
83.	Albany, N. Y.	59,001
84.	Hammond-East Chicago, Ind.	58,518
85.	Chattanooga, Tenn.	57,418
86.	Corpus Christi, Tex.	56,844
87.	St. Petersburg, Fla.	56,584
88.	Cambridge, Mass.	56,120
89.	Wilmington, Del.	55,855
90.	New Haven, Conn.	55,765
91.	Baton Rouge, La.	55,331
92.	Charleston-South Charleston, W. Va.	55,138
93.	Dearborn, Mich.	54,692
94.	Alexandria, Va.	54,316
95.	Charlotte, N. C.	53,899
96.	Paterson, N. J.	53,836
97.	Shreveport, La.	53,731
98.	Erie, Pa.	53,418
99.	Burbank, Cal.	53,306
100.	Newport News-Hampton, Va.	53,195

Food Store Sales, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Food Sales ($000)
101.	Knoxville, Tenn.	52,650
102.	Evansville, Ind.	50,210
103.	Canton, Ohio	48,546
104.	Austin, Tex.	48,508
105.	Pasadena, Cal.	48,441
106.	Schenectady, N. Y.	47,642
107.	Reading, Pa.	47,290
108.	Rockford, Ill.	46,932
109.	Oyster Bay Township, N. Y.	46,518
110.	Orlando, Fla.	46,102
111.	Savannah, Ga.	46,031
112.	Allentown, Pa.	45,795
113.	Santa Monica, Cal.	45,634
114.	Moline-East Moline, Ill.	44,742
115.	Lansing, Mich.	43,834
116.	San Bernardino, Cal.	43,816
117.	Berkeley, Cal.	43,806
118.	Peoria, Ill.	43,787
119.	Compton, Cal.	43,784
120.	Fort Wayne, Ind.	43,507
121.	Madison, Wisc.	43,067
122.	Bakersfield, Cal.	41,754
123.	Beaumont, Tex.	41,677
124.	Newton, Mass.	41,557
125.	Camden, N. J.	41,381
126.	Fort Lauderdale, Fla.	41,226
127.	Whittier, Cal.	41,132
128.	Chester, Pa.	40,975
129.	Greensboro, N. C.	40,725
130.	Kansas City, Kans.	40,600
131.	Augusta, Ga.	40,469
132.	Montgomery, Ala.	40,209
133.	Waterbury, Conn.	39,802
134.	Stamford, Conn.	39,655
135.	Elizabeth, N. J.	39,136
136.	Winston-Salem, N. C.	38,889
137.	Kalamazoo, Mich.	38,707
138.	Utica, N. Y.	38,581
139.	White Plains, N. Y.	38,431
140.	Niagara Falls, N. Y.	38,295
141.	New Bedford, Mass.	38,146
142.	Scranton, Pa.	38,019
143.	Duluth, Minn.	37,804
144.	Stockton, Cal.	37,501
145.	East St. Louis, Ill.	37,497
146.	Redondo Beach, Cal.	37,306
147.	Springfield, Ill.	37,181
148.	Norwalk, Conn.	37,175
149.	Lubbock, Tex.	37,110
150.	Harrisburg, Pa.	36,979
151.	Las Vegas, Nev.	36,802
152.	Amarillo, Tex.	36,591
153.	Lynn, Mass.	36,428
154.	Joliet, Ill.	36,140
155.	Columbia, S. C.	35,997
156.	Jackson, Miss.	35,802
157.	Colorado Springs, Colo.	35,690
158.	Waco, Tex.	35,169
159.	Macon, Ga.	35,156
160.	Pontiac, Mich.	35,053
161.	Columbus, Ga.	34,987
162.	Santa Ana, Cal.	34,777
163.	Inglewood, Cal.	34,744
164.	West Palm Beach, Fla.	34,239
165.	Springfield, Ohio	34,190
166.	Pueblo, Colo.	34,188
167.	Pensacola, Fla.	34,104
168.	Mansfield, Ohio	33,689
169.	Huntington, W. Va.	33,617
170.	Upper Darby Township, Pa.	33,582
171.	West Allis, Wisc.	33,535
172.	Quincy, Mass.	33,157
173.	Berwyn, Ill.	33,078
174.	Riverside, Cal.	33,064
175.	Saginaw, Mich.	32,928
176.	Decatur, Ill.	32,765
177.	Manchester, N. H.	32,706
178.	Richmond, Cal.	32,585
179.	Brownsville-Harlingen-McAllen, Tex.	32,486
180.	Topeka, Kans.	32,088
181.	Troy, N. Y.	32,062
182.	Lincoln, Neb.	31,882
183.	Binghamton, N. Y.	31,597
184.	Racine, Wisc.	31,537
185.	Greenville, S. C.	31,429
186.	Redwood City, Cal.	31,328
187.	Miami Beach, Fla.	31,258
188.	Lancaster, Pa.	31,170
189.	Fall River, Mass.	31,151
190.	Green Bay, Wisc.	31,000
191.	Lowell, Mass.	30,982
192.	Sioux City, Iowa	30,870
193.	Hawthorne, Cal.	30,811
194.	San Mateo, Cal.	30,440
195.	Davenport, Iowa	30,366
196.	Roanoke, Va.	30,116
197.	Portland, Maine	30,089
198.	Culver City, Cal.	29,987
199.	Lawrence, Mass.	29,963
200.	Charleston, S. C.	29,937

General Merchandise Store Sales, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Genl. Mdse. Sales ($000)
1.	New York, N. Y.	1,269,458
2.	Chicago, Ill.	1,267,317
3.	Los Angeles, Cal.	612,205
4.	Philadelphia, Pa.	601,098
5.	Detroit, Mich.	431,846
6.	Boston, Mass.	355,467
7.	Cleveland, Ohio	319,512
8.	Baltimore, Md.	302,210
9.	Pittsburgh, Pa.	290,642
10.	Atlanta, Ga.	265,198
11.	St. Louis, Mo.	248,485
12.	Kansas City, Mo.	239,761
13.	Dallas, Tex.	238,551
14.	Milwaukee, Wisc.	227,368
15.	Minneapolis, Minn.	223,548
16.	Seattle, Wash.	222,378
17.	Washington, D. C.	221,656
18.	Houston, Tex.	189,794
19.	San Francisco, Cal.	185,263
20.	Indianapolis, Ind.	183,118
21.	Denver, Colo.	173,699
22.	Cincinnati, Ohio	170,153
23.	New Orleans, La.	168,634
24.	Buffalo, N. Y.	157,280
25.	Portland, Ore.	154,159
26.	Columbus, Ohio	143,443
27.	Memphis, Tenn.	140,955
28.	Newark, N. J.	137,002
29.	Fort Worth, Tex.	127,826
30.	Oakland, Cal.	127,132
31.	Hempstead Township, N. Y.	126,271
32.	St. Paul, Minn.	120,687
33.	Long Beach-Lakewood, Cal.	116,404
34.	Miami, Fla.	116,351
35.	San Diego, Cal.	114,540
36.	Rochester, N. Y.	107,049
37.	Richmond, Va.	101,385
38.	San Antonio, Tex.	100,406
39.	Dayton, Ohio	97,792
40.	Louisville, Ky.	95,120
41.	Akron, Ohio	91,891
42.	Hartford, Conn.	89,256
43.	Oklahoma City, Okla.	83,320
44.	Toledo, Ohio	81,740
45.	Birmingham, Ala.	81,339
46.	Greensboro, N. C.	77,703
47.	Providence, R. I.	73,111
48.	Norfolk-Portsmouth-S. Norfolk, Va.	70,524
49.	Salt Lake City, Utah	70,425
50.	Omaha, Neb.	67,515
51.	Syracuse, N. Y.	67,456
52.	St. Petersburg, Fla.	65,725
53.	Nashville, Tenn.	64,267
54.	N. Hempstead Township, N. Y.	64,105
55.	Sacramento, Cal.	63,986
56.	Grand Rapids, Mich.	62,782
57.	Pasadena, Cal.	60,187
58.	Youngstown, Ohio	59,788
59.	Jacksonville, Fla.	59,432
60.	Tampa, Fla.	59,105
61.	Tulsa, Okla.	58,008
62.	Allentown, Pa.	57,821
63.	Spokane, Wash.	57,418
64.	Phoenix, Ariz.	56,266
65.	Charlotte, N. C.	56,025
66.	Orlando, Fla.	55,116
67.	El Paso, Tex.	54,839
68.	Wichita, Kans.	53,951
69.	Des Moines, Iowa	53,880
70.	Trenton, N. J.	53,222
71.	Honolulu, Hawaii	51,866
72.	Knoxville, Tenn.	51,349
73.	Fort Wayne, Ind.	51,253
74.	Springfield, Mass.	51,004
75.	San Jose, Cal.	49,986
76.	Little Rock-N. Little Rock, Ark.	47,074
77.	Wilmington, Del.	44,547
78.	Peoria, Ill.	44,208

General Merchandise Store Sales, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Genl. Mdse. Sales ($000)
79.	Harrisburg, Pa.	44,017
80.	White Plains, N. Y.	42,912
81.	Flint, Mich.	42,339
82.	Lincoln, Neb.	41,854
83.	Charleston-S. Charleston, W. Va.	41,362
84.	South Bend-Mishawaka, Ind.	40,946
85.	Albuquerque, N. M.	40,727
86.	Tacoma, Wash.	40,573
87.	Worcester, Mass.	39,616
88.	Fair Lawn, N. J.	39,580
89.	Bridgeport, Conn.	39,544
90.	Gary, Ind.	38,803
91.	Paterson, N. J.	38,342
92.	Compton, Cal.	37,749
93.	Lansing, Mich.	37,627
94.	Mobile-Prichard, Ala.	37,431
95.	Baton Rouge, La.	37,411
96.	Bakersfield, Cal.	37,150
97.	Cambridge, Mass.	35,745
98.	Johnstown, Pa.	35,734
99.	Erie, Pa.	34,792
100.	Chattanooga, Tenn.	34,593
101.	Inglewood, Cal.	34,469
102.	Fresno, Cal.	34,329
103.	Corpus Christi, Tex.	34,203
104.	Dearborn, Mich.	33,822
105.	San Bernardino, Cal.	32,843
106.	Hammond-East Chicago, Ind.	32,832
107.	New Haven, Conn.	32,177
108.	Winston-Salem, N. C.	30,673
109.	Wilkes-Barre, Pa.	30,669
110.	Santa Ana, Cal.	30,551
111.	Lubbock, Tex.	29,742
112.	Duluth, Minn.	29,512
113.	Greenville, S. C.	29,303
114.	Evanston, Ill.	29,259
115.	Lancaster, Pa.	28,993
116.	Scranton, Pa.	28,966
117.	Rockford, Ill.	28,934
118.	Sioux City, Iowa	28,744
119.	Springfield, Ill.	28,309
120.	Reading, Pa.	28,302

Rank	SM ESTIMATES CITY and STATE	Genl. Mdse. Sales ($000)
121.	Tucson, Ariz.	28,119
122.	Shreveport, La.	27,826
123.	Albany, N. Y.	27,629
124.	Terre Haute, Ind.	27,612
125.	Davenport, Iowa	27,188
126.	Montgomery, Ala.	27,134
127.	Lakewood, Cal.	27,122
128.	Camden, N. J.	27,061
129.	Evansville, Ind.	26,929
130.	Canton, Ohio	26,723
131.	Austin, Tex.	26,590
132.	Portland, Maine	26,496
133.	Jackson, Miss.	26,336
134.	Binghamton, N. Y.	26,261
135.	Raleigh, N. C.	26,099
136.	Glendale, Cal.	25,833
137.	San Mateo, Cal.	25,814
138.	Hackensack, N. J.	25,804
139.	Huntington, W. Va.	25,797
140.	Wheeling, W. Va.	25,405
141.	Lexington, Ky.	25,362
142.	Roanoke, Va.	25,190
143.	Savannah, Ga.	25,129
144.	Beverly Hills, Cal.	24,803
145.	Augusta, Ga.	24,773
146.	Madison, Wisc.	24,151
147.	Amarillo, Tex.	23,914
148.	Beaumont, Tex.	23,612
149.	Macon, Ga.	23,534
150.	Fort Lauderdale, Fla.	23,225
151.	Highland Park, Mich.	22,944
152.	Columbia, S. C.	22,922
153.	Stamford, Conn.	22,838
154.	Schenectady, N. Y.	22,824
155.	Columbus, Ga.	22,667
156.	Pontiac, Mich.	22,628
157.	Brownsville-Harlingen-McAllen, Tex.	22,606
158.	York, Pa.	22,532
159.	Asheville, N. C.	22,524
160.	Decatur, Ill.	22,487

Rank	SM ESTIMATES CITY and STATE	Genl. Mdse. Sales ($000)
161.	Waco, Tex.	22,380
162.	Plainfield, N. J.	22,370
163.	Saginaw, Mich.	22,276
164.	Quincy, Mass.	22,266
165.	Joliet, Ill.	21,973
166.	Park Forest, Ill.	21,698
176.	Santa Monica, Cal.	21,571
168.	Framingham, Mass.	21,563
169.	Kalamazoo, Mich.	21,536
170.	Stockton, Cal.	21,431
171.	Rock Island-Moline-East Moline, Ill.	20,566
172.	Green Bay, Wisc.	20,377
173.	Champaign-Urbana, Ill.	20,186
174.	Topeka, Kans.	20,157
175.	Cedar Rapids, Iowa	20,145
176.	Elgin, Ill.	20,104
177.	Newport News-Hampton, Va.	19,524
178.	Charleston, S. C.	19,349
179.	Waukegan, Ill.	19,306
180.	Lima, Ohio	19,202
181.	Oak Park, Ill.	18,863
182.	Boise, Idaho	18,832
183.	Chester, Pa.	18,761
184.	Waterloo, Iowa	18,274
185.	Bethesda, Md.	18,203
186.	Aurora, Ill.	18,044
187.	Utica, N. Y.	18,029
188.	Springfield, Mo.	17,789
189.	Yakima, Wash.	17,543
190.	Sioux Falls, S. D.	17,427
191.	Warren, Ohio	17,376
192.	Muskegon, Mich.	17,371
193.	Elizabeth, N. J.	17,330
194.	Springfield, Ohio	17,230
195.	Oshkosh, Wisc.	17,086
196.	Niagara Falls, N. Y.	16,979
197.	Appleton-Neenah-Menasha, Wisc.	16,977
198.	Pensacola, Fla.	16,953
199.	Parkersburg, W. Va.	16,927
200.	Santa Rosa, Cal.	16,522

Furn.-House.-Appliance Store Sales, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	F-H-A Sales ($000)
1.	New York, N. Y.	666,821
2.	Chicago, Ill.	277,612
3.	Los Angeles, Cal.	260,969
4.	Philadelphia, Pa.	150,729
5.	Detroit, Mich.	136,544
6.	Cleveland, Ohio	86,807
7.	Baltimore, Md.	78,142
8.	St. Louis, Mo.	77,078
9.	Houston, Tex.	76,642
10.	San Francisco, Cal.	76,231
11.	Hempstead Township, N. Y.	74,942
12.	Washington, D. C.	72,767
13.	Milwaukee, Wisc.	65,536
14.	Pittsburgh, Pa.	63,656
15.	Boston, Mass.	62,858
16.	Miami, Fla.	54,083
17.	Minneapolis, Minn.	52,965
18.	Oakland, Cal.	51,503
19.	Buffalo, N. Y.	51,197
20.	Denver, Colo.	50,739

Rank	SM ESTIMATES CITY and STATE	F-H-A Sales ($000)
21.	San Diego, Cal.	49,490
22.	Indianapolis, Ind.	48,214
23.	Newark, N. J.	46,996
24.	New Orleans, La.	45,477
25.	Cincinnati, Ohio	42,952
26.	Seattle, Wash.	42,776
27.	Kansas City, Mo.	40,883
28.	Atlanta, Ga.	40,197
29.	Sacramento, Cal.	40,144
30.	Dallas, Tex.	39,823
31.	Rochester, N. Y.	38,346
32.	Long Beach-Lakewood, Cal.	38,178
33.	Columbus, Ohio	35,439
34.	Norfolk-Portsmouth-South Norfolk, Va.	35,360
35.	Phoenix, Ariz.	34,596
36.	Portland, Ore.	34,533
37.	Louisville, Ky.	31,345
38.	Jacksonville, Fla.	30,954
39.	Memphis, Tenn.	29,712
40.	Flint, Mich.	29,050

Rank	SM ESTIMATES CITY and STATE	F-H-A Sales ($000)
41.	San Jose, Cal.	28,984
42.	Fresno, Cal.	28,713
43.	Dayton, Ohio	28,131
44.	St. Paul, Minn.	28,125
45.	Toledo, Ohio	27,513
46.	Omaha, Neb.	27,508
47.	San Antonio, Tex.	26,064
48.	Birmingham, Ala.	26,044
49.	Oklahoma City, Okla.	25,680
50.	Wichita, Kans.	24,144
51.	Akron, Ohio	23,860
52.	Tampa, Fla.	23,840
53.	Honolulu, Hawaii	22,832
54.	Wilmington, Del.	22,522
54.	Tulsa, Okla.	22,522
56.	Hartford, Conn.	22,229
57.	Salt Lake City, Utah	22,118
58.	Fort Worth, Tex.	21,946
59.	Paterson, N. J.	21,664
60.	Trenton, N. J.	21,182

Furn.-House.-Appliance Store Sales, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	F-H-A Sales ($000)
61.	Youngstown, Ohio	20,949
62.	Richmond, Va.	20,698
63.	Dearborn, Mich.	20,390
64.	White Plains, N. Y.	20,187
65.	North Hempstead Township, N. Y.	19,955
66.	El Paso, Tex.	19,859
67.	Nashville, Tenn.	19,492
68.	Worcester, Mass.	19,084
69.	New Haven, Conn.	19,028
70.	Fort Lauderdale, Fla.	18,578
71.	Bridgeport, Conn.	18,545
72.	Syracuse, N. Y.	18,164
73.	Grand Rapids, Mich.	18,116
74.	Pasadena, Cal.	17,663
75.	Providence, R. I.	17,624
76.	Cambridge, Mass.	17,604
77.	Baton Rouge, La.	17,496
78.	Des Moines, Iowa	17,454
79.	Albuquerque, N. M.	17,432
80.	Mobile-Prichard, Ala.	17,188
81.	Orlando, Fla.	17,114
82.	Camden, N. J.	16,900
83.	Jersey City, N. J.	16,874
84.	Rockford, Ill.	16,783
85.	Spokane, Wash.	16,156
86.	South Bend-Mishawaka, Ind.	16,120
87.	Tacoma, Wash.	15,465
88.	Peoria, Ill.	15,402
89.	West Palm Beach, Fla.	15,342
90.	Chattanooga, Tenn.	15,295
91.	Columbia, S. C.	15,002
92.	Shreveport, La.	14,324
93.	Newport News-Hampton, Va.	14,259
94.	Berkeley, Cal.	14,246
95.	Glendale, Cal.	14,103
96.	Albany, N. Y.	14,005
97.	Fort Wayne, Ind.	13,879
98.	Charlotte, N. C.	13,647
99.	Evansville, Ind.	13,608
100.	Springfield, Mass.	13,569
101.	Cedar Rapids, Iowa	13,507
102.	Kalamazoo, Mich.	13,489
103.	Passaic-Clifton, N. J.	13,488
104.	Hammond-East Chicago, Ind.	13,422
105.	Topeka, Kans.	13,419
106.	Allentown, Pa.	13,234
107.	Little Rock-North Little Rock, Ark.	13,216
108.	Gary, Ind.	13,197
109.	Austin, Tex.	13,165
110.	Bakersfield, Cal.	13,049
111.	North Miami, Fla.	12,971
112.	Tucson, Ariz.	12,776
113.	Canton, Ohio	12,721
114.	Waterbury, Conn.	12,672
115.	Springfield, Ill.	12,575
116.	San Bernardino, Cal.	12,557
117.	Santa Ana, Cal.	12,550
118.	Scranton, Pa.	12,544
119.	Erie, Pa.	12,469
120.	Santa Monica, Cal.	12,227
121.	Charleston-South Charleston, W. Va.	12,029
122.	Savannah, Ga.	11,952
123.	Charleston, S. C.	11,899
124.	St. Petersburg, Fla.	11,897
125.	Yonkers, N. Y.	11,863
126.	Madison, Wisc.	11,634
127.	Stockton, Cal.	11,607
128.	Harrisburg, Pa.	11,410
129.	Winston-Salem, N. C.	11,380
130.	Knoxville, Tenn.	11,337
131.	Corpus Christi, Tex.	11,257
132.	Elizabeth, N. J.	11,184
133.	Whittier, Cal.	11,069
134.	Montgomery, Ala.	11,059
135.	Colorado Springs, Colo.	10,909
136.	Reading, Pa.	10,895
137.	Beverly Hills, Cal.	10,832
138.	Alhambra, Cal.	10,751
139.	Rahway, N. J.	10,634
140.	Columbus, Ga.	10,514
141.	Evanston, Ill.	10,438
142.	Pontiac, Mich.	10,412
143.	Amarillo, Tex.	10,343
144.	Greenville, S. C.	10,242
145.	Lubbock, Tex.	10,063
146.	New Britain, Conn.	10,048
147.	Appleton-Neenah-Menasha, Wisc.	10,045
148.	Fall River, Mass.	10,024
149.	Santa Barbara, Cal.	9,945
150.	Pensacola, Fla.	9,869
151.	Lincoln, Neb.	9,767
152.	Norwalk, Conn.	9,726
153.	Burbank, Cal.	9,647
154.	Riverside, Cal.	9,590
155.	Inglewood, Cal.	9,522
156.	Compton, Cal.	9,420
157.	Roanoke, Va.	9,397
158.	Huntington, W. Va.	9,274
159.	Greensboro, N. C.	9,263
160.	Davenport, Iowa	9,138
161.	Jackson, Miss.	8,983
162.	Springfield, Mo.	8,981
163.	Wheeling, W. Va.	8,920
164.	Las Vegas, Nev.	8,845
165.	Beaumont, Tex.	8,814
166.	Utica, N. Y.	8,784
167.	Augusta, Ga.	8,740
168.	McKeesport, Pa.	8,691
169.	Stamford, Conn.	8,648
170.	Huntington Park, Cal.	8,600
171.	York, Pa.	8,472
172.	Mount Vernon, N. Y.	8,437
173.	Hackensack, N. J.	8,351
174.	Eugene-Springfield, Ore.	8,262
175.	Pueblo, Colo.	8,235
176.	Lancaster, Pa.	8,230
177.	Bay City, Mich.	8,220
178.	Kansas City, Kans.	8,105
179.	St. Joseph, Mo.	8,103
180.	Easton-Wilson (Pa.)-Phillipsburg (N. J.)	8,068
181.	Duluth, Minn.	8,064
182.	Binghamton, N. Y.	8,001
183.	San Mateo, Cal.	7,990
184.	Racine, Wisc.	7,936
185.	Waco, Tex.	7,927
186.	Schenectady, N. Y.	7,918
187.	New Bedford, Mass.	7,846
187.	Atlantic City, N. J.	7,846
189.	Lansing, Mich.	7,821
190.	Billings, Mont.	7,796
191.	Niagara Falls, N. Y.	7,626
192.	Green Bay, Wisc.	7,607
193.	Lowell, Mass.	7,591
194.	Odessa, Tex.	7,501
195.	Waterloo, Iowa	7,482
196.	Saginaw, Mich.	7,443
197.	Chester, Pa.	7,437
198.	Durham, N. C.	7,432
199.	Wilkes-Barre, Pa.	7,429
200.	Troy, N. Y.	7,412

Automotive Store Sales, 200 Leading Cities

Rank	SM ESTIMATES CITY and STATE	Auto Sales ($000)
1.	New York, N. Y.	784,394
2.	Chicago, Ill.	724,779
3.	Los Angeles, Cal.	560,839
4.	Detroit, Mich.	505,083
5.	Philadelphia, Pa.	337,054
6.	Dallas, Tex.	258,285
7.	Houston, Tex.	236,326
8.	Hempstead Township, N. Y.	215,519
9.	Cleveland, Ohio	209,129
10.	Washington, D. C.	203,068
11.	St. Louis, Mo.	189,569
12.	Miami, Fla.	189,037
13.	Baltimore, Md.	183,885
14.	Indianapolis, Ind.	176,008
15.	Milwaukee, Wisc.	173,101
16.	Denver, Colo.	164,318
17.	San Francisco, Cal.	154,701
18.	Cincinnati, Ohio	150,930
19.	Minneapolis, Minn.	148,422
20.	Atlanta, Ga.	137,631
21.	Jacksonville, Fla.	137,146
22.	Kansas City, Mo.	135,869
23.	Columbus, Ohio	134,596
24.	San Diego, Cal.	134,407
25.	Boston, Mass.	132,333
26.	Memphis, Tenn.	130,288
27.	Seattle, Wash.	124,342

Automotive Store Sales, 200 Leading Cities–(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Auto Sales ($000)
28.	Pittsburgh, Pa.	123,337
29.	Buffalo, N. Y.	119,301
30.	Fort Worth, Tex.	117,179
31.	Birmingham, Ala.	115,739
32.	Louisville, Ky.	114,107
33.	San Antonio, Tex.	113,929
34.	Portland, Ore.	113,445
35.	Long Beach-Lakewood, Cal.	110,887
36.	Rochester, N. Y.	106,587
37.	New Orleans, La.	100,659
38.	Oakland, Cal.	96,732
39.	Oklahoma City, Okla.	93,170
40.	Tampa, Fla.	90,601
41.	Omaha, Neb.	87,948
42.	Tulsa, Okla.	86,978
43.	Norfolk-Portsmouth-South Norfolk, Va.	86,408
44.	Dayton, Ohio	86,308
45.	Toledo, Ohio	82,259
46.	Flint, Mich.	81,066
47.	Phoenix, Ariz.	80,868
48.	Wichita, Kans.	80,857
49.	Akron, Ohio	79,761
50.	Nashville, Tenn.	78,909
51.	Newark, N. J.	78,010
52.	Syracuse, N. Y.	76,311
53.	St. Paul, Minn.	75,997
54.	Salt Lake City, Utah	70,671
55.	Des Moines, Iowa	69,118
56.	Sacramento, Cal.	68,339
57.	Orlando, Fla.	62,150
58.	North Hempstead Township, N. Y.	61,305
59.	Richmond, Va.	60,364
60.	Albuquerque, N. M.	59,115
61.	Little Rock-North Little Rock, Ark.	56,832
62.	Providence, R. I.	56,527
63.	Compton, Cal.	56,004
64.	Grand Rapids, Mich.	55,761
65.	Mobile-Prichard, Ala.	55,244
66.	El Paso, Tex.	54,361
67.	Honolulu, Hawaii	53,848
68.	Baton Rouge, La.	53,751
69.	Pasadena, Cal.	52,498
70.	Glendale, Cal.	51,623
71.	Charlotte, N. C.	51,293
72.	Fort Wayne, Ind.	50,293
73.	Dearborn, Mich.	49,502
74.	St. Petersburg, Fla.	48,831
75.	Culver City, Cal.	48,406
76.	Lansing, Mich.	48,111
77.	South Bend-Mishawaka, Ind.	47,996
78.	Corpus Christi, Tex.	47,481
79.	Charleston-South Charleston, W. Va.	47,418
80.	San Jose, Cal.	47,241
81.	Hartford, Conn.	47,223
82.	Amarillo, Tex.	46,539
83.	Lubbock, Tex.	46,512
84.	Worcester, Mass.	46,457
85.	Spokane, Wash.	44,629
86.	Knoxville, Tenn.	44,092
87.	Hammond-East Chicago, Ind.	43,891
88.	Albany, N. Y.	43,306
89.	Youngstown, Ohio	43,113
90.	Chattanooga, Tenn.	41,851
91.	Shreveport, La.	41,639
92.	Fort Lauderdale, Fla.	41,618
93.	Springfield, Mass.	41,569
94.	Oak Park, Ill.	41,431
95.	Montgomery, Ala.	41,248
96.	Pensacola, Fla.	40,850
97.	Wilmington, Del.	40,824
98.	Kansas City, Kans.	40,444
99.	Rockford, Ill.	40,430
100.	Fresno, Cal.	40,177
101.	West Palm Beach, Fla.	39,809
102.	Peoria, Ill.	39,289
103.	Tucson, Ariz.	38,961
104.	Kalamazoo, Mich.	38,915
105.	Austin, Tex.	38,391
106.	Columbia, S. C.	38,390
107.	Tacoma, Wash.	38,253
108.	Jackson, Miss.	38,097
109.	Huntington Park, Cal.	37,948
110.	New Haven, Conn.	37,519
111.	Saginaw, Mich.	36,920
112.	Paterson, N. J.	36,132
113.	Newport News-Hampton, Va.	35,899
114.	Alexandria, Va.	35,388
115.	Santa Ana, Cal.	35,318
116.	South Gate, Cal.	34,636
117.	Canton, Ohio	34,167
118.	Trenton, N. J.	33,948
119.	Bakersfield, Cal.	33,874
120.	Savannah, Ga.	33,863
121.	Harrisburg, Pa.	33,746
122.	Lakewood, Ohio	33,713
123.	White Plains, N. Y.	33,605
124.	San Bernardino, Cal.	33,595
125.	Beaumont, Tex.	33,350
126.	Greensboro, N. C.	33,266
127.	Madison, Wisc.	33,249
128.	Cambridge, Mass.	33,082
129.	Yonkers, N. Y.	32,868
130.	Winston-Salem, N. C.	32,726
131.	Passaic-Clifton, N. J.	32,700
132.	Erie, Pa.	32,628
133.	Burbank, Cal.	31,436
134.	Gary, Ind.	31,347
135.	Rock Island-Moline-East Moline, Ill.	31,327
136.	Santa Monica, Cal.	31,191
137.	Sioux City, Iowa	30,775
138.	Augusta, Ga.	30,609
139.	Highland Park, Mich.	29,864
140.	Waco, Tex.	29,655
141.	Colorado Springs, Colo.	29,051
142.	Decatur, Ill.	29,030
143.	Topeka, Kans.	28,871
144.	Springfield, Ill.	28,617
145.	Evansville, Ind.	28,575
164.	Inglewood, Cal.	28,429
147.	Las Vegas, Nev.	28,360
148.	Alhambra, Cal.	28,231
149.	Beverly Hills, Cal.	28,199
150.	Camden, N. J.	27,970
151.	Stockton, Cal.	27,721
152.	Riverside, Cal.	27,553
153.	New Rochelle, N. Y.	27,547
154.	Columbus, Ga.	27,500
155.	Brownsville-Harlingen-McAllen, Tex.	27,486
156.	Cedar Rapids, Iowa	27,023
157.	Raleigh, N. C.	27,015
158.	Lincoln, Neb.	26,709
159.	Jersey City, N. J.	26,700
160.	Wichita Falls, Tex.	26,502
161.	West Allis, Wisc.	26,473
162.	Macon, Ga.	26,377
163.	Allentown, Pa.	26,036
164.	Charleston, S. C.	25,872
165.	Birmingham, Mich.	25,665
166.	Reading, Pa.	25,464

Automotive Store Sales, 200 Leading Cities—(Cont'd)

Rank	SM ESTIMATES CITY and STATE	Auto Sales ($000)
167.	East Point, Ga.	25,323
168.	Reno, Nev.	25,254
169.	York, Pa.	25,245
170.	Springfield, Mo.	25,127
171.	Pueblo, Colo.	25,109
172.	Greenville, S. C.	25,077
173.	Royal Oak, Mich.	25,062
174.	Boise, Idaho	24,857
175.	Binghamton, N. Y.	24,726
176.	Evanston, Ill.	24,547
177.	Davenport, Iowa	24,521
178.	Odessa, Tex.	24,495
179.	Billings, Mont.	24,396
180.	Hackensack, N. J.	24,389
181.	Palo Alto, Cal.	24,364
182.	Lancaster, Pa.	24,264
183.	Bridgeport, Conn.	24,230
184.	Whittier, Cal.	24,226
185.	Pontiac, Mich.	24,173
186.	East St. Louis, Ill.	24,010
187.	East Hartford, Conn.	23,882
188.	Sioux Falls, S. D.	23,741
189.	Clearwater, Fla.	23,676
190.	Springfield, Ohio	23,653
191.	Midland, Tex.	23,512
192.	Upper Darby Township, Pa.	23,480
193.	Berkeley, Cal.	23,151
194.	Duluth, Minn.	23,109
195.	Rapid City, S. D.	22,938
196.	Huntington, W. Va.	22,857
197.	Casper, Wyo.	22,741
198.	Elizabeth, N. J.	22,700
199.	Portland, Me.	22,621
200.	Roanoke, Va.	22,596

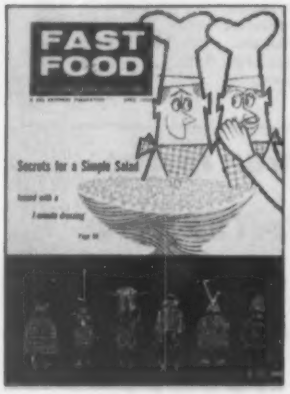
Drug Store Sales, 200 Leading Cities

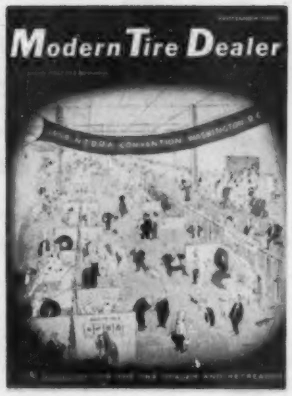
Rank	SM ESTIMATES CITY and STATE	Drug Sales ($000)
1.	New York, N. Y.	275,318
2.	Chicago, Ill.	186,085
3.	Los Angeles, Cal.	130,495
4.	Detroit, Mich.	122,623
5.	Philadelphia, Pa.	85,115
6.	Washington, D. C.	64,476
7.	Baltimore, Md.	57,887
8.	Cleveland, Ohio	54,663
9.	Kansas City, Mo.	46,208
10.	Denver, Colo.	46,098
11.	Indianapolis, Ind.	42,752
12.	Houston, Tex.	41,816
13.	St. Louis, Mo.	41,466
14.	Boston, Mass.	40,434
15.	Pittsburgh, Pa.	35,890
16.	Dallas, Tex.	35,666
17.	San Francisco, Cal.	34,317
18.	New Orleans, La.	33,845
19.	Milwaukee, Wisc.	33,797
20.	Hempstead Township, N. Y.	32,042
21.	Atlanta, Ga.	32,026
22.	Minneapolis, Minn.	31,979
23.	Seattle, Wash.	31,015
24.	Louisville, Ky.	27,875
25.	Columbus, Ohio	27,829
26.	Cincinnati, Ohio	27,513
27.	Miami, Fla.	26,951
28.	Buffalo, N. Y.	25,276
29.	Fort Worth, Tex.	25,183
30.	San Diego, Cal.	24,340
31.	Oakland, Cal.	22,061
32.	Rochester, N. Y.	21,322
33.	Long Beach-Lakewood, Cal.	19,851
34.	Oklahoma City, Okla.	19,642
35.	Memphis, Tenn.	19,621
36.	Toledo, Ohio	19,506
37.	St. Paul, Minn.	19,437
38.	Phoenix, Ariz.	19,104
39.	Tampa, Fla.	18,902
40.	San Antonio, Tex.	18,617
41.	Jacksonville, Fla.	18,433
42.	Dayton, Ohio	18,233
43.	Grand Rapids, Mich.	17,558
44.	Norfolk-Portsmouth-South Norfolk, Va.	17,093
45.	Omaha, Neb.	16,931
46.	Portland, Ore.	16,883
47.	Wichita, Kans.	16,113
48.	Sacramento, Cal.	15,822
49.	Flint, Mich.	15,787
50.	Salt Lake City, Utah	15,680
51.	Newark, N. J.	15,424
52.	Tulsa, Okla.	15,198
53.	Richmond, Va.	15,083
54.	Hartford, Conn.	14,953
55.	Akron, Ohio	14,874
56.	Honolulu, Hawaii	14,578
57.	Mobile-Prichard, Ala.	13,974
58.	Birmingham, Ala.	13,853
59.	Charlotte, N. C.	13,605
60.	Des Moines, Iowa	12,613
61.	Fresno, Cal.	12,444
62.	North Hempstead Township, N. Y.	12,348
63.	Providence, R. I.	12,302
64.	San Jose, Cal.	11,550
65.	Dearborn, Mich.	11,472
66.	Reno, Nev.	11,026
67.	Albuquerque, N. M.	10,811
68.	St. Petersburg, Fla.	10,727
69.	Baton Rouge, La.	10,895
70.	Nashville, Tenn.	10,071
71.	Madison, Wisc.	9,992
72.	Spokane, Wash.	9,955
73.	Springfield, Mass.	9,946
74.	Wilmington, Del.	9,839
75.	Syracuse, N. Y.	9,785
76.	Bridgeport, Conn.	9,708
77.	El Paso, Tex.	9,647
78.	Little Rock-N. Little Rock, Ark.	9,641
79.	Worcester, Mass.	9,330
80.	Tucson, Ariz.	9,082
81.	Miami Beach, Fla.	9,065
82.	New Haven, Conn.	8,957
83.	South Bend-Mishawaka, Ind.	8,820
84.	Shreveport, La.	8,726
85.	Kalamazoo, Mich.	8,600
86.	Evansville, Ind.	8,381
87.	Jersey City, N. J.	8,325
88.	Fort Lauderdale, Fla.	8,305
89.	Fort Wayne, Ind.	8,211
90.	Peoria, Ill.	8,134
91.	Orlando, Fla.	8,132
92.	Harrisburg, Pa.	8,086
93.	Corpus Christi, Tex.	7,842
94.	Knoxville, Tenn.	7,821
95.	Gary, Ind.	7,776
96.	Youngstown, Ohio	7,772
97.	Albany, N. Y.	7,761
98.	Rockford, Ill.	7,699
99.	Tacoma, Wash.	7,615
100.	Lincoln, Neb.	7,576
101.	Austin, Tex.	7,541
102.	Trenton, N. J.	7,470
103.	Springfield, Ill.	7,442
104.	Pasadena, Cal.	7,429

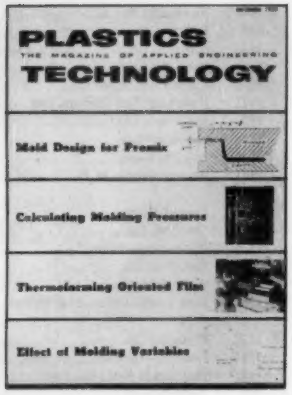
Drug Store Sales, 200 Leading Cities—(Cont'd)

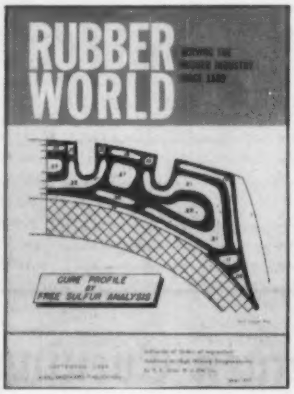
Rank	SM ESTIMATES CITY and STATE	Drug Sales ($000)
105.	Amarillo, Tex.	7,417
106.	San Bernardino, Cal.	7,346
107.	Charleston-South Charleston, W. Va.	7,130
108.	Lansing, Mich.	7,056
109.	Portland, Me.	7,043
110.	Colorado Springs, Colo.	7,020
111.	Alexandria, Va.	7,000
112.	Paterson, N. J.	6,942
113.	Glendale, Cal.	6,906
114.	Bakersfield, Cal.	6,875
115.	Kansas City, Kans.	6,861
116.	Hammond-East Chicago, Ind.	6,752
117.	Santa Ana, Cal.	6,724
118.	Saginaw, Mich.	6,528
119.	Newton, Mass.	6,482
120.	Winston-Salem, N. C.	6,422
121.	Canton, Ohio	6,384
122.	Stockton, Cal.	6,377
123.	Chattanooga, Tenn.	6,252
124.	Savannah, Ga.	6,223
125.	Springfield, Mo.	6,195
126.	Rock Island-Moline-East Moline, Ill.	6,167
127.	Berkeley, Cal.	6,153
128.	Beverley Hills, Cal.	6,105
129.	Huntington Park, Cal.	6,094
130.	Cedar Rapids, Iowa	6,089
131.	Newport News-Hampton, Va.	6,066
132.	Burbank, Cal.	6,023
133.	Upper Darby Township, Pa.	5,991
134.	Waco, Tex.	5,980
135.	Jackson, Miss.	5,946
136.	Las Vegas, Nev.	5,911
137.	West Palm Beach, Fla.	5,870
138.	Pawtucket-Central Falls, R. I.	5,867
139.	Montgomery, Ala.	5,773
140.	Inglewood, Cal.	5,736
141.	Topeka, Kans.	5,725
142.	Santa Monica, Cal.	5,713
143.	St. Joseph, Mo.	5,679
144.	Lexington, Ky.	5,647
145.	Beaumont, Tex.	5,593
146.	Davenport, Iowa	5,569
147.	Yonkers, N. Y.	5,569
148.	Erie, Pa.	5,525
149.	Macon, Ga.	5,507
150.	Lubbock, Tex.	5,506
151.	Greensboro, N. C.	5,486
152.	Roanoke, Va.	5,417
153.	Columbia, S. C.	5,399
154.	Cambridge, Mass.	5,396
155.	Hobbs, N. M.	5,363
156.	Ann Arbor, Mich.	5,284
157.	Passaic-Clifton, N. J.	5,214
158.	Asheville, N. C.	5,177
159.	Joliet, Ill.	5,171
160.	Raleigh, N. C.	5,120
161.	Atlantic City, N. J.	5,115
162.	Sioux City, Iowa	5,114
163.	Jackson, Mich.	5,105
164.	Duluth, Minn.	5,046
165.	Allentown, Pa.	5,042
166.	Columbus, Ga.	5,028
167.	Aurora, Ill.	5,012
168.	Santa Barbara, Cal.	5,007
169.	Tyler, Tex.	4,881
170.	Springfield, Ohio	4,873
171.	Charleston, S. C.	4,825
172.	Elizabeth, N. J.	4,820
173.	Pensacola, Fla.	4,815
174.	Pontiac, Mich.	4,798
175.	Lynn, Mass.	4,780
176.	Racine, Wisc.	4,771
177.	Stamford, Conn.	4,728
178.	Huntington, W. Va.	4,719
179.	Riverside, Cal.	4,692
179.	Royal Oak, Mich.	4,692
181.	Modesto, Cal.	4,689
182.	Wyandotte, Mich.	4,685
183.	Birmingham, Mich.	4,671
184.	Oak Park, Ill.	4,631
185.	New Bedford, Mass.	4,626
186.	Wichita Falls, Tex.	4,624
187.	South Gate, Cal.	4,619
188.	Schenectady, N. Y.	4,595
189.	Lower Merion Township, Pa.	4,539
190.	Lafayette-West Lafayette, Ind.	4,533
191.	Champaign-Urbana, Ill.	4,529
192.	Waterbury, Conn.	4,524
193.	Binghamton, N. Y.	4,499
194.	Greenville, S. C.	4,498
195.	Daytona Beach, Fla.	4,491
196.	Augusta, Ga.	4,400
197.	Whittier, Cal.	4,368
198.	Salem, Ore.	4,357
199.	Niagara Falls, N. Y.	4,349
200.	Reading, Pa.	4,347

Our Business









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Canadian Markets Section

ADDITIONAL DATA

Published for the First Time

Sales and advertising executives will find in this "Marketing on the Move" issue new data on local Canadian markets. As a result of this development, the Canadian section of the May 10 Survey of Buying Power will carry from now on the same full range of data that we have been publishing for U. S. markets.

Here we present local marketing data on income distribution and retail sales for Canadian areas—data which have never been developed before. Thus we make available for Canadian counties (or census divisions), cities and metropolitan areas the full range of data now available for markets in the United States through Sales Management's Survey of Buying Power.

Breakdowns of households by income groups on a regional basis represent an important research tool because the demand for most common goods and services varies directly with the income class of the potential consumer. In the U. S. this kind of information has been available for the past six years as a result of the large store of data on income distribution collected in the 1950 Census of Income. This census was, and remains, the benchmark on which we base our current estimates of U. S. regional distribution of income, as published in Sales Management's annual Survey of Buying Power.

In response to the demand of marketing people in Canada as well as in the U. S., we have finally succeeded in developing comparable income distributions for Canada, based mainly on data on taxable income released by the Canadian Department of National Revenue and on data on the distribution of non-farm income in Canada released by the Dominion Bureau of Statistics.

However, a considerable amount of adjustment, estimation, and graduation of income classes, was necessary in order to shift the definition of income to conform with that of "net effective cash buying income" used in the Survey of Buying Power, and to emerge with city, county (or census division) and province distributions that check with what we know to be true of Canada as a whole.

The distribution of income in Canadian markets is not too dissimilar from that in U. S. markets, with a somewhat smaller representation in the higher income groups. This is in accordance with Canada's somewhat lower average income, although marketing executives are aware of the slightly higher value of the Canadian dollar.

Nevertheless, it is evident from a close study of the figures presented here that the urban areas of Canada offer the same income potential for consumer goods as one finds in urban areas of the States, thus confirming the desirability of our attempt to treat Canadian markets exactly as we do markets in the U. S.

Data published here relate to the year 1958, and conform in general to the estimates published in Sales Management's 1959 Survey of Buying Power. However, county (or census division) and city income totals have been revised slightly. The income total presented here differs in concept from the income total published in our recent May 10 Survey of Buying Power. Here we show cash income accruing to households only, corresponding to the new concept of

cash household income introduced in the 1959 Survey of Buying Power. We also show for the first time, county (or census division) and city estimates of percentages of households falling into each of five income groups, and their corresponding income percentages.

To complete the statistical picture we also show for the first time estimates of sales for Canadian counties (or census divisions) and cities in four more retail categories corresponding to the U. S. Census Bureau practice and carried over into our Survey of Buying Power: namely, Eating and Drinking Place Sales; Apparel Store Sales; Lumber, Building Material and Hardware Store Sales, and Gasoline Service Station Sales.

Here, we found it necessary to perform a considerable number of adjustments to the basic DBS census data, since the DBS sales categories often differ in definition from the U. S. census definitions. The same definitions now apply on both sides of the border:

The Eating and Drinking Places group includes retail establishments selling prepared foods and drinks for consumption on the premises, luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The Apparel group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Custom tailors carrying stocks of material and furriers are also included in this group.

The Gasoline Service group is comprised of establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

The Lumber, Building Materials and Hardware group includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork, building materials dealers primarily engaged in selling material other than lumber and millwork, such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials, and hardware stores primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements, but they all sell locally and primarily at retail to home owners, farmers and special trade contractors — not at wholesale.

In future May 10 Surveys of Buying Power, we intend to offer exactly the same categories of data for Canadian markets as we have been providing for U. S. markets. Thus, to make the Survey of Buying Power more useful to our readers, we will supply more uniform yardsticks for measuring all markets on both sides of the border.

Summary of Data for Metropolitan County Areas

AREAS	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	RETAIL SALES— SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)
NOVA SCOTIA																	
Halifax (Halifax Co.)	46.1	203,957	24.9	8.1	25.2	18.7	36.4	43.4	11.5	22.2	2.0	7.6	169,516	5,304	9,906	4,174	5,788
Sydney-Glace Bay (Cape Breton Co.)	26.2	123,539	14.2	4.4	22.2	15.5	52.0	58.2	10.9	20.5	.7	2.4	96,514	3,215	9,858	3,227	7,962
NEW BRUNSWICK																	
Moncton (Westmoreland County)	19.6	77,512	28.5	10.1	26.7	21.5	34.9	45.1	8.6	18.0	1.3	5.3	72,598	1,629	4,051	2,953	1,731
St. John (St. John Co.)	21.0	81,056	32.0	11.6	27.2	22.4	31.5	41.8	7.4	15.9	1.9	8.3	80,203	1,813	6,972	1,844	2,447
QUEBEC																	
Chicoutimi-Jonquieres (Chicoutimi County)	25.6	128,014	14.4	4.0	24.8	15.8	43.0	44.0	14.1	23.4	3.7	12.8	73,274	1,411	9,075	1,675	1,322
Montreal (Montreal, Jesus Island, Chambly Counties)	470.0	2,699,182	13.3	3.2	23.3	12.9	41.3	36.8	14.1	20.3	8.0	26.8	1,799,717	89,510	153,223	45,084	89,279
Quebec (Quebec & Levis Counties)	74.9	353,355	20.8	6.2	29.8	20.1	34.5	37.5	10.0	17.4	4.9	18.8	266,537	10,608	24,093	7,641	8,126
Sherbrooke (Sherbrooke County)	17.5	81,173	19.6	6.0	29.4	20.1	37.2	41.0	9.7	17.3	4.1	15.6	55,717	1,925	7,229	2,468	1,330
Shawinigan Falls-Trois Rivieres (St. Maurice County)	23.7	117,461	16.4	4.6	26.3	16.8	39.9	41.2	13.1	21.9	4.3	15.5	93,821	3,263	10,475	1,487	7,464
ONTARIO																	
Brantford (Brant County)	22.5	117,400	14.2	4.1	22.7	14.7	48.4	50.3	10.9	18.2	3.8	12.7	74,093	2,322	5,796	2,626	4,834
Fort William-Port Arthur (Thunder Bay County)	32.9	176,564	14.6	4.1	20.9	13.2	45.3	45.8	15.4	25.1	3.8	11.8	113,659	4,046	7,019	2,350	2,887
Guelp (Wellington County)	21.1	100,061	21.0	6.6	24.6	17.5	42.1	48.2	9.5	17.6	2.8	10.1	68,784	2,107	5,090	2,447	5,064
Hamilton (Wentworth County)	86.7	496,621	11.8	3.1	19.5	11.4	47.3	44.9	16.5	25.2	4.9	15.4	312,273	14,799	22,213	11,851	16,308
Kingston (Frontenac County)	20.5	99,361	22.6	7.0	24.3	16.9	39.1	43.8	10.1	18.3	3.9	14.0	68,423	2,149	6,250	1,970	4,251
Kitchener (Waterloo County)	42.0	219,908	15.5	4.4	23.2	14.9	47.2	49.0	9.5	16.0	4.6	15.7	154,430	4,479	12,283	5,949	12,975
London (Middlesex County)	54.9	298,037	15.9	4.4	21.5	13.3	44.2	44.3	13.4	21.6	5.0	16.4	207,740	5,614	14,706	8,301	12,005
Oshawa (Ontario County)	31.5	180,651	13.1	3.4	18.9	11.1	44.7	42.4	18.6	28.4	4.7	14.7	107,029	2,618	5,956	3,626	9,152
Ottawa (Carleton County, Ontario & Hull County, Quebec)	100.8	562,955	17.5	4.6	22.1	13.1	38.8	37.2	15.3	23.7	6.3	21.4	363,913	14,912	23,923	11,656	16,961
Peterborough (Peterborough County)	18.7	97,061	15.0	4.3	22.2	14.4	46.9	49.1	12.7	21.4	3.2	10.8	68,428	1,664	4,878	3,571	5,465
St. Catherines (Lincoln County)	33.0	181,974	13.9	3.8	20.3	12.4	45.7	45.0	15.9	25.3	4.2	13.5	101,019	2,780	7,023	3,940	5,075
Sarnia (Lambton County)	27.7	153,258	13.6	3.7	19.4	11.7	45.1	44.3	18.4	29.2	3.5	11.1	77,764	2,345	4,362	4,151	4,869
Sault St. Marie (Algoma County)	21.0	116,434	12.0	3.2	19.4	11.8	47.5	46.6	17.8	28.1	3.3	10.3	76,978	3,273	6,744	2,207	5,087
Sudbury (Sudbury County)	35.7	213,482	9.6	2.4	16.0	9.0	46.4	42.2	24.4	35.8	3.6	10.6	118,339	3,952	8,117	3,069	6,200
Timmins (Cochrane County)	20.2	109,160	14.1	3.9	20.8	13.0	46.2	46.4	15.1	24.5	3.8	12.2	67,337	2,661	5,507	1,561	3,476
Toronto (York County)	396.9	2,551,275	12.5	2.9	18.6	9.7	43.4	36.7	16.2	22.1	9.3	28.6	2,025,491	92,985	128,346	65,713	89,041
Windsor (Essex County)	68.9	380,941	10.9	2.9	19.6	11.7	48.9	47.0	16.4	25.3	4.2	13.1	189,714	10,129	13,738	6,533	10,523
MANITOBA																	
Winnipeg (Division 6 & Division 9)	120.6	618,149	16.7	4.6	23.6	14.9	43.7	44.0	10.6	17.2	5.4	19.3	465,793	17,571	23,354	9,443	36,013
SASKATCHEWAN																	
Regina (Division 6)	34.5	188,159	15.5	4.1	17.4	10.5	47.2	45.6	14.9	23.2	5.0	16.6	196,944	5,951	11,882	4,892	8,353
Saskatoon (Division 11)	28.5	151,031	15.3	4.2	17.3	10.6	48.7	48.5	14.7	23.6	4.0	13.1	117,824	3,801	5,743	1,743	8,435
ALBERTA																	
Calgary (Division 6)	82.2	425,586	16.1	4.5	26.4	16.7	41.3	42.1	10.7	17.6	5.5	19.1	346,244	9,953	22,828	9,885	25,180
Edmonton (Division 11)	86.6	436,767	17.7	5.1	26.3	17.1	40.2	42.1	11.0	18.6	4.8	17.2	364,221	9,967	20,445	10,762	25,505
BRITISH COLUMBIA																	
Vancouver (Division 4)	259.5	1,177,534	20.8	6.4	33.8	23.6	33.7	38.0	6.7	12.3	5.0	19.7	957,210	36,901	46,233	29,646	47,288
Victoria (Division 5)	86.0	374,415	19.6	6.4	34.5	25.1	35.3	41.4	7.2	13.6	3.4	13.5	267,857	9,846	13,131	8,068	14,347
NEWFOUNDLAND																	
St. John's (Division 1)	88.3	259,459	53.5	26.4	25.7	28.6	16.2	29.1	3.6	10.5	1.0	5.4	217,992	5,821	8,619	2,382	4,889

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Summary of All Canadian Data by Provinces

NET CASH INCOME—SM ESTIMATES, 1958 · RETAIL SALES—SM ESTIMATES, 1958

PROVINCES	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)
Prince Edward Island	23.0	70,233	47.4	21.8	28.4	29.6	18.5	30.9	4.9	13.3	0.8	4.4	16,100	1,590	5,052	2,757	1,631
Nova Scotia	164.0	630,103	32.0	12.0	28.9	24.6	30.4	41.8	7.8	17.3	9.9	4.3	117,987	13,709	32,800	18,175	22,182
New Brunswick	127.3	431,956	40.2	16.7	27.9	28.1	24.8	37.3	6.1	14.9	1.0	5.0	79,024	8,416	23,981	12,178	12,021
Quebec	1,106.2	5,279,250	20.3	6.0	29.5	19.6	35.0	37.4	10.4	18.0	4.8	19.0	962,211	154,214	286,989	92,320	170,396
Saskatchewan	227.0	1,048,147	21.7	6.8	24.3	17.2	40.8	46.7	10.7	19.8	2.5	9.5	269,590	29,161	33,408	20,750	74,549
Manitoba	229.2	1,037,570	22.6	7.1	26.8	19.0	37.9	43.3	9.4	17.3	3.3	13.3	217,334	26,823	32,668	14,680	63,040
Alberta	318.8	1,449,539	22.9	7.3	28.3	20.4	36.4	42.2	9.0	16.9	3.4	13.2	328,982	33,444	61,297	32,319	93,139
British Columbia	464.9	2,038,103	21.9	7.0	33.5	24.3	33.6	39.3	6.9	13.0	4.1	16.4	382,094	62,134	75,282	46,418	86,899
Ontario	1,504.6	8,200,906	17.4	4.8	21.6	13.4	42.0	41.8	13.8	22.1	5.2	17.9	1,698,926	219,123	386,425	212,214	333,039
Newfoundland	88.3	259,458	53.5	26.4	25.7	28.6	16.2	29.1	3.6	10.5	1.0	5.4	28,978	5,821	8,619	2,362	4,889
Yukon-Northwest Territories	6.9	27,919	28.8	10.3	30.9	26.1	31.9	41.6	5.8	12.2	2.6	10.8	1,816	649	161	...	361
Total All Provinces	4,259.2	20,473,187	21.7	6.5	26.5	18.0	36.9	40.5	10.7	18.9	4.2	16.1	4,102,952	555,084	926,882	454,173	882,148

PRINCE EDWARD ISLAND

The "SM" symbols represent original, exclusive estimates by SALES MANAGEMENT.

NET CASH INCOME—SM ESTIMATES, 1958 · RETAIL SALES—SM ESTIMATES, 1958

PROVINCES COUNTIES CITIES	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Kings	4.4	10,394	60.5	36.1	30.4	40.6	7.7	16.7	0.9	3.3	0.5	3.1	12,385	216	186	521	226
Prince	8.5	25,949	47.1	21.7	28.1	29.3	18.9	31.7	5.4	14.4	0.5	2.9	35,263	564	1,238	974	760
Summerside	1.6	5,443	42.2	17.5	27.4	25.3	21.8	32.9	7.2	17.5	1.4	6.8	20,151	400	1,145	223	509
Queens	10.1	33,900	42.0	17.6	27.7	28.2	22.8	34.8	6.3	15.4	1.2	6.0	38,976	810	3,648	1,262	645
Charlottetown	3.9	14,789	37.1	13.8	26.3	21.9	25.7	34.7	8.2	17.8	2.7	11.8	30,006	717	3,553	418	461
Total Above Cities	5.5	20,232	38.7	14.8	26.5	22.8	24.6	34.2	7.9	17.7	2.3	10.5	50,157	1,117	4,698	641	970
Province Total	23.0	70,233	47.4	21.8	28.4	29.6	18.5	30.9	4.9	13.3	0.8	4.4	86,624	1,590	5,062	2,757	1,631

NOVA SCOTIA

PROVINCES COUNTIES CITIES	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Annapolis	5.5	16,032	42.1	18.6	32.4	32.4	18.1	29.1	7.1	18.5	0.3	1.4	15,356	218	563	839	542
Antigonish	2.8	9,191	38.9	15.9	31.7	29.4	22.1	33.0	5.6	13.5	1.7	8.2	11,622	306	810	274	686
Cape Breton	26.2	123,539	14.2	4.4	22.2	15.5	52.0	58.2	10.9	20.5	0.7	2.4	96,514	215	9,886	3,227	7,952
Glace Bay	5.1	24,454	12.6	3.8	21.7	15.0	54.1	59.4	10.8	19.1	.8	2.7	22,368	801	1,373	322	1,181
Sydney	6.9	34,959	9.4	2.7	19.3	10.7	55.2	57.4	14.7	24.6	1.4	4.6	43,395	807	4,176	904	3,326
Colchester	8.5	31,107	34.7	13.7	29.8	26.7	27.2	39.3	7.7	17.8	0.6	2.5	29,968	583	1,841	1,186	1,704
Truro	3.4	14,815	25.7	8.6	24.9	18.6	34.7	42.0	13.6	26.5	1.1	4.3	21,449	444	1,705	251	1,578
Cumberland	10.1	34,243	37.1	15.6	31.9	30.8	26.7	41.6	3.9	9.7	0.4	2.1	32,624	555	1,547	1,083	340
Amherst	2.6	9,786	33.4	12.9	29.6	25.7	28.4	39.8	7.5	17.0	1.1	4.6	16,778	246	877	209	111
Digby	5.0	13,219	50.8	27.8	37.1	45.8	10.6	21.2	1.4	4.6	0.1	.6	16,471	288	524	601	323
Guysborough	3.2	9,147	47.6	24.1	35.4	40.6	13.5	24.9	3.5	10.4	0	0	4,851	138	26	82	13
Halifax	46.1	203,957	24.9	8.1	25.2	18.7	36.4	43.4	11.5	22.2	2.0	7.6	169,516	384	9,906	4,174	5,788
Dartmouth	5.6	27,425	17.6	5.3	21.9	14.6	44.2	47.6	13.8	24.1	2.5	8.5	22,560	636	1,367	450	990
Halifax	21.7	104,193	21.8	6.6	23.3	15.8	37.8	41.6	13.8	24.5	3.3	11.5	129,077	506	8,417	2,101	4,390

NOVA SCOTIA PROVINCES COUNTIES CITIES (continued)	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958 Net Cash Income ($000)	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000 & over % Hslds.	% Inc.	RETAIL SALES— SM ESTIMATES, 1958 Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Hants	6.2	19,691	42.5	19.4	33.7	34.8	19.5	32.4	3.4	9.0	0.9	4.4	18,423	146	467	882	595
Inverness	4.0	11,786	45.0	22.1	34.9	38.7	17.3	31.0	2.8	8.2	0	0	11,139	306	142	327	79
Kings	9.3	30,810	41.0	17.9	32.3	32.0	20.0	31.8	6.3	16.2	0.4	2.1	25,669	407	1,058	1,152	965
Kentville	1.4	6,498	22.9	7.2	22.6	15.9	35.4	40.3	17.7	32.4	1.4	4.2	9,238	311	608	352	478
Lunenburg	9.3	29,608	44.0	20.6	33.8	34.8	16.5	27.3	4.6	12.2	1.1	5.7	25,010	562	900	1,190	770
Pictou	11.0	42,799	29.1	10.6	28.2	23.8	34.9	47.3	7.3	16.0	0.5	2.1	37,139	878	3,224	1,539	1,092
New Glasgow	2.6	10,904	25.3	8.7	25.9	20.2	37.3	47.0	10.5	21.2	1.0	2.9	20,725	416	2,757	590	788
Queens	3.3	13,219	33.1	12.0	27.9	22.7	26.0	34.3	11.4	24.3	1.6	6.7	9,987	238	499	506	544
Richmond	2.5	7,023	49.2	25.4	36.0	42.0	11.2	21.0	3.2	9.5	0.4	2.1	5,497	143		387	
Shelburne	3.7	9,960	50.1	26.9	36.7	44.7	11.1	21.8	2.1	6.6	0	0	8,368	56	125	288	142
Victoria	2.0	6,118	43.0	20.4	34.0	36.4	19.5	33.6	3.5	9.6	0	0	4,383	43			
Yarmouth	5.5	16,654	45.4	21.8	34.8	37.7	15.9	27.6	3.0	8.3	0.9	4.6	16,111	346	1,232	468	447
Yarmouth	2.2	7,726	38.3	15.8	31.6	29.5	22.8	34.2	5.5	13.2	1.8	7.3	12,709	289	1,180	306	397
Total Above Cities	51.5	240,757	20.6	6.4	23.3	16.0	41.0	46.3	12.9	23.5	2.2	7.8	298,299	8,278	22,460	5,494	13,239
Province Total	164.0	630,103	32.0	12.0	28.9	24.6	30.4	41.8	7.8	17.3	0.9	4.3	540,648	11,887	32,800	16,175	22,182
NEW BRUNSWICK—													The "SM" symbols represent original, exclusive estimates by SALES MANAGEMENT.				
Albert	2.8	9,986	36.0	14.2	27.6	24.6	28.5	40.8	6.9	16.0	1.0	4.4	3,635	50	43	230	49
Carleton	6.1	16,743	52.8	27.0	29.2	34.0	14.3	26.8	3.3	9.8	0.4	2.6	19,731	276	712	266	1,255
Charlotte	6.7	20,241	45.8	21.3	29.4	30.9	20.7	35.0	3.7	10.0	0.5	2.8	20,047	363	925	503	692
Gloucester	11.7	34,340	48.5	23.3	29.0	31.3	18.0	31.3	4.0	11.2	0.5	2.9	28,459	612	1,230	811	577
Kent	5.3	12,360	60.4	36.4	30.5	41.5	8.0	17.5	0.9	3.3	0.2	1.2	9,294	222	80	489	55
Kings	6.6	22,899	43.2	17.5	27.0	24.7	20.4	30.0	7.3	17.3	2.1	10.4	13,945	261	273	529	254
Madawaska	6.8	24,345	37.8	14.9	26.3	23.3	26.2	37.5	8.8	20.2	0.9	4.1	17,951	404	1,655	205	922
Northumberland	10.2	28,850	49.9	24.8	28.6	33.2	17.1	31.0	3.0	8.7	0.4	2.3	30,086	608	1,341	790	452
Queens	3.2	9,224	47.9	23.3	29.7	32.8	19.2	34.1	2.9	8.4	0.3	1.4	10,599	56	142	538	35
Restigouche	8.0	30,545	34.3	12.6	25.1	20.8	28.9	38.8	10.6	23.0	1.1	4.8	29,682	686	1,671	760	1,503
St. John	21.0	61,056	31.9	20.7	27.2	39.8	31.5	17.5	7.4	7.3	1.9	14.7	80,203	1,813	6,972	1,844	2,447
St John	10.6	42,240	32.5	11.5	27.3	21.8	30.3	38.9	6.5	13.4	3.4	14.4	73,224	1,670	6,904	1,159	2,088
Sunbury	2.5	6,808	51.0	28.4	29.9	34.8	16.5	31.0	2.6	7.8	0	0	3,017	112	70	143	99
Victoria	4.4	12,028	50.8	26.2	30.1	35.0	16.7	31.2	2.2	6.7	0.2	.9	15,121	319	519	538	406
Westmorland	19.6	77,512	28.5	10.1	26.7	21.5	34.9	45.1	8.6	18.0	1.3	5.3	72,898	1,629	4,051	2,953	1,731
Moncton	9.7	55,455	16.6	6.4	23.3	20.2	43.6	61.1	14.5	3.3	2.0	9.0	53,516	1,095	3,667	1,331	1,007
York	12.4	45,024	35.8	13.9	27.2	23.7	28.4	40.0	7.3	16.7	1.3	5.7	50,262	903	4,027	1,679	1,544
Fredericton	5.1	17,714	27.0	11.0	24.2	22.0	33.9	50.0	11.9	2.8	3.0	14.2	38,990	735	3,911	884	1,389
Total Above Cities	25.4	95,409	25.4	9.5	25.1	21.2	36.1	49.2	10.6	7.7	2.8	12.4	165,730	3,500	14,482	3,374	4,434
Province Total	127.3	431,958	40.2	16.7	27.9	28.1	24.8	37.3	6.1	14.9	1.0	5.0	404,650	8,416	23,961	12,178	12,021
NEWFOUNDLAND—																	
Newfoundland	88.3	259,459	53.5	28.4	25.7	28.6	16.2	29.1	3.6	10.5	1.0	5.4	217,992	5,821	8,619	2,362	4,889
St. Johns	12.2	48,868	35.1	12.7	31.3	25.6	23.8	31.4	5.6	11.8	4.2	18.5	92,658	2,557	5,244	402	3,408
Total Above Cities	12.2	48,868	35.1	12.7	31.3	25.6	23.8	31.4	5.6	11.8	4.2	18.5	92,658	2,557	5,244	402	3,408
Province Total	88.3	259,459	33.5	26.4	25.7	28.6	16.2	29.1	3.6	10.5	1.0	5.4	217,992	5,821	8,619	2,362	4,889
QUEBEC—																	
Abitibi	20.2	87,622	19.8	6.4	30.3	22.2	39.4	46.5	8.1	15.4	2.4	9.5	72,198	1,732	5,478	1,149	3,078
Val d'Or	2.1	9,592	14.1	4.3	26.7	18.6	49.6	55.6	7.4	13.4	2.2	8.1	22,669	647	2,261	423	429
Argenteuil	7.4	30,314	23.5	8.0	33.1	25.7	34.8	43.5	6.1	12.4	2.5	10.4	22,540	672	1,443	592	1,317
Arthabaska	9.1	34,218	27.4	10.3	35.9	30.3	29.1	39.6	6.2	13.5	1.4	6.3	23,757	311	2,220	817	406
Victoriaville	3.8	15,395	23.7	8.2	33.1	26.0	33.8	42.7	7.5	15.3	1.9	7.8	16,646	183	1,850	436	187
Bagot	4.8	15,204	33.4	14.8	41.1	41.2	23.2	37.5	2.1	5.4	0.2	1.1	6,145	234	236	232	168
Beauce	12.2	38,349	36.1	16.2	42.5	42.8	17.4	28.3	3.2	8.4	0.8	4.3	30,403	744	1,082	729	904
Beauharnois	10.1	46,565	15.9	4.8	27.3	18.8	44.9	49.9	9.2	16.5	2.7	10.0	31,223	1,124	2,333	408	1,966
Valleyfield	6.4	28,591	16.9	5.3	29.0	20.7	45.6	52.2	5.4	9.9	3.1	11.9	21,660	624	1,829	224	1,462
Bellechasse	4.9	13,375	42.7	22.0	47.1	54.8	7.9	14.9	1.9	5.7	0.4	2.6	7,071	295	196	174	190
Berthier	5.9	17,801	37.9	17.7	43.7	46.0	14.9	25.3	2.9	8.0	0.6	3.0	11,320	528	582	344	584
Bonaventure	7.9	22,980	40.3	19.5	45.1	49.3	10.9	19.1	3.2	9.1	0.5	3.0	17,061	200	741	387	91
Brome	3.5	11,983	34.8	14.2	40.7	37.7	17.0	26.7	4.9	11.9	1.9	9.5	5,126	96	156	330	147
Chambly	30.9	155,404	16.4	4.6	26.6	16.7	39.9	40.6	11.9	19.5	5.2	18.6	53,918	1,963	1,785	1,547	4,177
Champlain	22.4	102,186	19.3	5.9	28.7	20.0	37.1	41.6	12.1	21.9	2.8	10.6	46,292	1,579	4,194	1,521	2,546
Charlevoix	5.1	16,188	36.0	16.0	42.2	42.4	17.3	28.0	3.7	9.7	0.8	3.9	7,990	219	930	255	164
Chateauguay	5.9	27,287	21.4	6.5	30.1	20.6	33.0	36.5	11.2	20.1	4.3	16.3	8,401	406	164	576	165

QUEBEC PROVINCES COUNTIES CITIES (continued)	Households (thousands)	NET CASH INCOME—SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	RETAIL SALES—SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Chicoutimi	25.6	128,014	14.4	4.0	24.8	15.8	43.0	44.0	14.1	23.4	3.7	12.8	73,274	1,411	9,075	1,675	1,322
Chicoutimi	4.5	22,755	13.8	3.8	25.0	15.7	45.2	45.8	11.3	18.5	4.7	16.2	32,677	497	5,339	413	582
Jonquieres	4.9	24,484	10.5	3.0	22.6	14.4	50.4	51.6	14.4	23.8	2.1	7.2	18,021	458	1,933	511	457
Compton	5.6	19,664	30.2	12.1	38.2	34.6	25.7	37.4	4.9	11.4	1.0	4.5	8,285	171	337	298	414

PROVINCES COUNTIES CITIES	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.	RETAIL SALES— SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Deux Montagnes	6.9	30,216	23.7	7.6	31.6	22.9	29.4	34.4	12.2	23.0	3.1	12.1	10,226	511	194	616	745
Dorchester	6.8	19,361	40.6	20.1	45.8	51.1	11.3	20.2	1.6	4.7	0.7	3.9	10,923	258	346	320	141
Drummond	12.5	51,455	20.9	7.2	31.7	24.4	39.4	49.0	6.3	12.6	1.7	6.8	42,551	1,081	4,326	1,073	3,105
Drummondville	6.7	30,974	17.3	5.3	27.7	19.0	41.6	46.1	10.3	18.4	3.1	11.2	25,598	637	2,491	335	2,254
Frontenac	6.2	18,431	38.6	18.3	44.2	47.2	13.9	23.8	2.8	7.8	0.5	2.9	14,481	448	1,154	275	493
Gaspe	12.9	36,845	41.3	20.3	45.9	51.0	9.5	17.0	2.7	7.7	0.7	4.0	26,554	591	781	197	836
Hull	26.2	116,141	19.8	6.3	29.7	21.3	37.6	43.4	10.3	19.2	2.6	9.8	67,201	3,042	2,712	2,791	2,850
Hull	12.0	54,124	17.5	5.5	28.3	19.9	41.5	47.0	10.4	19.0	2.3	8.6	40,509	1,940	2,251	1,308	1,699
Huntingdon	3.8	13,913	30.6	11.8	37.9	32.8	23.2	32.4	6.4	14.4	1.9	8.6	8,868	347	218	296	405
Iberville	3.7	13,433	28.8	11.1	37.3	32.6	28.2	39.8	4.2	9.6	1.5	6.9	7,858	452	88	147	832
Joliette	8.9	34,358	25.8	9.4	34.7	28.6	31.4	41.6	6.6	14.1	1.5	6.3	28,468	841	3,415	601	2,016
Joliette	3.7	16,086	19.6	6.3	29.9	21.9	39.2	46.2	9.1	17.2	2.2	8.4	22,322	509	3,283	330	1,631
Kamouraska	5.2	14,965	40.7	19.9	45.7	50.4	10.7	19.0	2.1	6.1	0.8	4.7	8,704	224	495	146	285
Labelle	6.0	17,122	40.5	20.0	45.7	50.8	11.7	20.9	1.4	4.2	0.7	4.1	16,505	383	757	429	865
Lac St. Jean	17.0	68,105	26.9	9.4	34.5	27.4	27.0	34.5	9.3	19.2	2.2	9.5	54,513	1,271	5,510	2,107	2,669
La Prairie	6.3	27,369	18.6	6.0	29.1	21.3	40.4	47.6	10.5	19.9	1.4	5.2	10,898	604	268	278	621
L'Assomption	7.1	26,170	26.8	10.2	35.9	31.0	31.5	43.7	4.9	11.0	0.9	4.1	16,210	657	479	599	1,306
Levis	9.9	41,300	22.6	7.6	31.9	24.3	34.2	41.9	9.4	18.5	1.9	7.7	28,900	771	1,505	953	780
Levis	2.7	11,591	21.3	7.0	30.9	22.9	36.1	43.0	9.3	17.9	2.4	9.2	15,751	436	959	191	374
L'Islet	4.8	13,714	39.6	19.5	45.1	50.1	13.1	23.4	2.0	5.8	0.2	1.2	8,000	254	354	508	173
Lotbiniere	6.2	18,026	41.1	19.9	45.8	50.0	9.7	17.1	2.2	6.3	1.2	6.7	9,912	263	179	284	202
Maskinonge	4.3	13,166	37.9	17.4	43.5	45.1	14.2	23.7	3.6	9.7	0.8	4.1	8,293	417	635	156	639
Matane	11.9	34,198	39.3	19.2	45.1	49.9	13.9	24.7	1.3	3.7	0.4	2.5	25,217	338	1,925	699	828
Megantic	11.4	51,898	14.9	4.6	27.3	19.1	48.0	53.9	7.4	13.3	2.4	9.1	25,870	440	3,734	645	1,723
Thetford Mines	4.8	24,676	7.6	2.1	21.8	13.5	57.4	57.1	9.5	15.2	3.7	12.1	16,967	193	2,877	511	1,263
Missisquoi	6.6	26,802	24.3	8.4	33.3	26.0	32.5	40.9	7.7	15.7	2.2	9.0	20,232	934	830	430	1,283
Montcalm	4.1	11,475	40.7	20.1	45.9	52.2	11.7	21.4	1.4	4.2	0.3	1.8	6,449	312	312	300	419
Montmagny	5.4	16,446	38.2	17.6	43.9	45.7	14.4	24.2	2.5	6.9	1.0	5.6	13,264	353	722	331	512
Montmorency	4.7	18,786	28.9	10.2	35.9	28.6	23.7	30.3	8.3	17.1	3.2	13.8	5,447	288	81		234
Montreal	439.1	2,543,778	13.0	3.2	23.1	12.6	41.4	36.5	14.3	20.4	8.2	27.3	1,745,799	97,547	151,438	43,507	65,102
Lachine	9.5	61,831	8.4	1.8	18.1	8.8	43.4	34.2	20.0	25.4	10.1	29.8	30,082	148	2,310	411	1,137
Montreal & Jesus Islands	302.6	1,669,587	14.0	3.6	24.3	14.0	41.7	38.7	13.1	19.5	6.9	24.2	1,450,257	89,604	136,221	33,859	57,333
Outremont	7.7	56,301	11.9	2.3	18.7	8.1	31.5	22.0	21.6	24.4	16.3	43.2	23,459	301	214		1,619
St. Laurent	11.3	44,321	7.6	2.8	15.8	12.7	30.9	40.3	26.9	5.7	7.8	38.5	23,815	145	939	1,294	6,198
Verdun	22.7	132,887	9.0	2.2	20.1	10.9	47.3	41.3	17.0	24.0	6.6	21.6	89,634	973	7,751	1,505	5,807
Westmount	6.8	66,544	11.3	1.6	16.0	5.2	21.8	11.4	16.4	13.9	3.5	67.9	27,268	214	1,438	1,016	498

QUEBEC PROVINCES COUNTIES CITIES (continued)	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	RETAIL SALES— SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Napierville	2.6	7,939	37.2	17.2	43.2	44.9	15.7	26.2	3.4	9.3	0.5	2.4	5,720	124	97	161	1,100
Nicolet	6.4	18,865	38.3	18.2	44.2	47.7	15.2	26.4	1.9	5.3	0.4	2.4	11,950	621	438	263	327
Papineau	7.0	28,230	26.6	9.3	34.6	27.2	28.2	35.7	7.9	16.2	2.7	11.6	16,507	601	750	401	1,397
Pontiac	4.7	16,045	31.4	12.9	39.0	36.2	24.5	36.6	4.4	10.6	0.7	3.5	9,777	118	204	396	805
Portneuf	10.1	39,880	25.3	9.0	34.3	27.6	31.6	40.9	6.9	14.4	1.9	8.1	19,646	547	747	649	554
Quebec	65.0	312,046	20.4	6.0	29.5	19.5	34.6	36.9	10.1	17.3	5.4	20.3	237,637	9,837	22,588	6,688	7,346
Quebec	40.4	199,784	19.3	5.5	28.3	18.2	34.7	35.9	10.4	17.3	6.3	2.3	213,395	8,991	22,051	4,353	6,373
Richelieu	8.3	34,399	22.6	7.7	32.6	25.0	36.4	44.9	5.7	11.5	2.7	10.9	19,500	761	2,273	256	1,013
Sorel	3.7	15,767	21.3	7.0	31.7	23.7	37.9	45.5	6.1	11.8	3.0	12.0	14,288	593	2,133	170	829
Richmond	8.9	44,040	13.6	3.9	24.6	15.7	44.6	46.1	14.1	23.5	3.1	10.8	23,924	801	1,478	779	1,373
Rimouski	11.4	39,589	33.0	13.4	39.8	36.8	20.4	30.1	5.1	12.1	1.7	8.1	35,503	727	2,818	389	1,822
Rimouski	2.9	12,071	25.3	8.5	33.6	25.7	29.7	36.5	8.2	16.3	3.2	13.0	18,366	403	2,209	166	715
Rouville	5.5	22,189	27.2	9.5	34.6	27.1	26.3	33.4	9.4	19.3	2.5	10.7	12,711	564	333	757	1,298
Saguenay	11.0	49,662	25.6	8.0	32.6	22.9	25.7	29.1	11.2	20.5	4.9	19.5	28,776	471	920	1,287	58
Shefford	12.2	49,010	23.9	8.4	33.6	26.6	34.5	43.9	5.8	11.8	2.2	9.3	35,301	1,119	2,787	976	1,912
Granby	7.0	29,619	20.8	6.9	31.4	23.6	39.0	47.1	6.3	12.3	2.5	10.1	26,134	683	2,451	616	1,752
Sherbrooke	17.5	81,173	19.6	6.0	29.4	20.1	37.2	41.0	9.7	17.3	4.1	15.6	55,717	1,925	7,229	2,468	1,339
Sherbrooke	14.8	69,305	19.2	5.7	28.9	19.5	37.7	41.0	9.8	17.3	4.4	16.5	52,821	1,807	7,085	2,139	1,309
Soulanges	2.3	9,361	21.7	7.5	31.7	24.8	37.3	46.9	8.3	16.8	1.0	4.0	4,720	141	50	172	236
Stanstead	8.5	31,324	28.0	10.7	36.6	31.6	29.0	40.2	4.9	11.0	1.5	6.5	25,676	921	1,491	931	1,684

PROVINCES COUNTIES CITIES	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.	RETAIL SALES— SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
St. Hyacinthe	9.3	37,649	23.9	8.3	33.4	26.2	34.3	43.3	6.1	12.5	2.3	9.7	36,157	1,098	3,464	864	1,728
St. Hyacinthe	4.8	22,469	19.3	5.8	29.5	20.1	38.3	41.8	7.7	13.5	5.2	18.8	30,704	926	3,388	543	1,417
St. Jean	8.6	41,000	15.1	4.5	26.4	17.5	44.6	47.9	10.9	18.9	5.0	11.2	30,804	791	3,546	570	2,906
St. Jean	6.2	30,791	13.2	3.7	24.7	15.8	46.9	48.3	11.7	19.5	3.5	12.7	27,585	716		453	2,734
St. Maurice	23.7	117,481	16.4	4.6	26.3	16.8	39.9	41.2	13.1	21.9	4.3	15.5	93,821	3,263	10,475	1,487	7,464
Shawinigan Falls	7.0	36,656	12.1	3.2	23.4	14.3	46.5	45.4	13.2	20.8	4.8	16.3	30,092	1,101	3,630	424	2,413
Trois Rivieres	12.4	63,214	16.5	4.5	25.8	16.2	38.1	38.2	14.5	23.5	5.1	17.6	59,203	2,079	6,692	834	4,827
Temiscamingue	11.9	60,166	13.1	3.7	24.2	15.2	45.0	45.5	14.0	22.8	3.7	12.8	43,544	1,322	4,516	837	1,914
Rouyn	3.8	18,332	9.9	2.8	23.4	15.4	55.5	58.9	9.4	16.2	1.8	6.7	21,984	110	3,431	338	834
Temiscouata	11.0	36,010	35.1	15.1	41.4	40.7	18.2	28.4	4.2	10.7	1.1	5.7	20,575	571	1,664	361	730
Terrebonne	20.7	81,349	26.5	9.1	34.6	28.0	32.2	41.9	5.5	11.7	2.2	9.3	64,949	2,456	4,318	1,787	5,410
St. Jerome	5.9	23,995	21.5	7.4	32.3	25.3	39.4	49.6	5.0	10.2	1.8	7.5	21,927	804	2,864	401	1,418
Vaudreuil	6.2	31,795	21.0	5.8	29.2	18.0	31.2	31.1	11.3	18.2	7.3	26.9	11,740	496	302	506	504
Vercheres	5.1	21,941	23.0	7.5	31.8	23.5	32.3	38.4	10.0	19.2	2.9	11.4	8,825	246	252	396	541
Wolfe	4.4	13,444	36.0	16.6	42.8	44.5	18.6	31.1	2.2	5.9	0.4	1.9	5,074	151	154	81	123
Yamaska	3.5	10,058	39.2	19.2	45.1	49.8	14.3	25.5	0.9	2.6	0.5	2.9	5,062	175	260	153	136
Total Above Cities	521.1	2,243,389	14.3	4.8	25.1	23.7	41.4	48.5	12.5	18.2	6.7	4.8	2,393,834	115,722	229,880	53,204	107,551
Province Total	1,105.2	5,279,250	20.3	6.0	29.5	19.6	35.0	37.4	10.4	18.0	4.8	19.0	3,510,161	154,214	286,989	92,317	170,396
ONTARIO—																	
Algoma	21.0	116,404	12.0	3.2	19.4	11.8	47.5	46.6	17.8	28.1	3.3	10.3	76,978	3,273	6,744	2,207	5,087
Sault Ste. Marie	9.8	59,524	6.9	1.7	17.1	9.5	50.8	45.4	20.2	29.2	5.0	14.2	56,035	2,364	6,386	1,615	3,874
Brant	22.5	117,400	14.2	4.1	22.7	14.7	48.4	50.3	10.9	18.2	3.8	12.7	74,083	2,322	5,796	2,626	4,834
Brantford	15.1	81,048	13.0	3.6	22.1	13.9	49.1	49.7	11.4	18.6	4.4	14.2	58,219	1,756	5,492	1,392	2,771
Bruce	12.2	41,744	41.3	18.0	31.0	30.5	23.0	36.6	3.5	8.9	1.2	6.0	38,350	1,410	1,426	1,652	3,685
Carleton	74.6	446,814	16.6	4.2	18.4	10.9	39.3	35.6	17.0	24.9	7.7	24.4	296,712	11,870	21,211	8,865	14,105
Ottawa	57.6	355,652	15.8	3.8	18.8	10.3	39.3	34.6	17.5	24.8	8.6	26.5	276,860	11,216	21,023	8,199	13,236
Cochrane	20.2	109,169	14.1	3.9	20.8	13.0	46.2	46.4	15.1	24.5	3.8	12.2	67,337	2,061	5,507	1,561	3,476
Timmins	6.7	35,295	12.4	3.5	21.5	13.9	49.9	51.4	13.5	22.4	2.7	8.8	29,765	938	2,867	587	1,812
Dufferin	4.6	15,804	40.7	17.8	30.2	29.6	23.0	36.3	5.6	14.2	0.5	2.1	13,366	332	631	594	1,303
Dundas	4.8	16,505	41.1	17.8	30.6	30.1	22.9	36.2	4.4	11.2	1.0	4.7	18,339	404	580	502	1,137
Durham	10.9	51,930	20.1	6.3	23.7	16.8	42.5	48.5	11.7	21.6	2.0	6.8	29,106	567	1,418	1,108	2,547
Elgin	17.0	79,104	23.9	7.7	23.7	17.1	37.3	43.6	13.2	24.9	1.9	6.7	59,314	1,597	3,172	2,378	3,899
St. Thomas	5.9	32,104	14.8	4.1	19.2	11.9	43.5	43.4	19.4	31.2	3.1	9.4	34,673	874	2,424	1,097	1,488
Essex	68.9	389,941	10.9	28.7	19.6	11.9	48.9	47.0	16.4	25.3	4.2	13.1	169,714	10,128	13,738	6,533	10,523
Leamington	2.6	13,946	23.9	6.7	24.5	15.4	35.5	35.9	6.8	11.2	9.3	30.8	13,764	466	894	250	784
Windsor	33.0	198,317	8.8	2.2	18.2	10.2	49.4	44.7	17.9	26.1	5.7	16.8	136,805	7,489	11,602	3,286	6,075
Frontenac	20.5	99,361	22.6	7.0	24.3	16.9	39.1	43.8	10.1	18.3	3.9	14.0	68,423	2,140	6,250	1,970	4,251
Kingston	13.4	69,883	19.6	5.6	22.7	14.7	40.5	42.2	12.1	20.3	5.1	17.2	58,569	1,763	6,067	1,125	3,405
Glengarry	4.5	13,302	48.5	24.5	32.7	37.3	15.6	29.1	2.9	8.6	0.1	.5	9,606	257	249	410	618

ONTARIO PROVINCES COUNTIES CITIES (continued)	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	RETAIL SALES— SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. ¶ Hdwre ($000)
Grenville	6.1	23,512	32.8	12.7	28.7	25.2	31.9	45.0	5.5	12.5	1.1	4.6	14,916	402	466	596	776
Grey	18.2	17,008	31.9	12.0	28.3	24.2	32.4	44.4	5.9	13.1	1.5	6.3	57,705	886	3,730	1,905	3,870
Owen Sound	4.9	22,644	24.3	7.8	25.4	18.5	38.3	45.1	8.6	16.3	3.4	12.3	28,488	300	2,692	587	1,688
Haldimand	7.7	30,901	29.4	10.9	28.1	23.7	35.8	48.8	5.6	12.3	1.1	4.6	30,383	606	948	1,161	2,399
Haliburton	2.4	7,506	44.5	21.3	32.2	34.7	20.6	35.7	2.4	6.8	0.3	1.5	7,521	323	150	311	370
Halton	24.9	152,918	14.6	3.6	19.6	10.8	42.0	37.1	15.3	21.8	8.5	26.7	61,475	2,225	2,752	3,795	4,229
Oakville	2.9	21,279	10.9	2.3	15.9	7.3	39.7	29.4	18.8	22.4	14.7	38.6	19,298	685	785	548	1,732
Hastings	23.3	106,755	24.3	7.9	24.9	18.3	38.1	45.2	10.3	19.7	2.4	8.9	94,118	2,225	5,282	4,324	5,249
Belleville	7.4	39,210	16.4	4.6	21.1	13.5	43.5	44.6	15.1	25.0	3.9	12.3	43,776	1,127	3,183	2,130	2,048
Trenton	3.3	15,310	21.8	7.0	24.7	17.9	41.3	48.4	10.1	17.1	2.1	7.6	18,388	512	1,336	429	1,496
Huron	15.1	59,021	32.3	12.3	28.2	24.3	32.0	44.4	6.5	14.7	1.0	4.3	52,101	1,037	1,865	1,993	5,017
Kenora	12.4	64,909	15.9	4.5	20.8	13.5	44.2	45.8	16.5	27.6	2.6	8.6	41,861	1,737	1,924	777	2,752
Kenora	2.9	16,650	11.4	2.9	18.0	10.6	46.3	43.8	20.5	31.3	3.8	11.4	15,896	648	1,379	207	1,143
Kent	25.6	128,009	20.9	6.3	24.1	16.3	40.7	44.2	9.7	16.9	4.6	16.3	114,556	3,286	6,731	5,135	9,428
Chatham	6.8	37,749	13.2	3.6	20.8	12.6	47.0	45.9	14.2	22.4	4.8	15.5	55,226	1,586	4,231	1,805	2,805
Lambton	27.7	153,258	13.6	3.7	19.4	11.8	45.1	44.3	18.4	29.2	3.5	11.1	77,764	2,345	4,362	4,151	4,869
Sarnia	12.8	78,595	8.6	2.1	16.4	9.0	47.4	41.9	22.1	31.6	5.5	15.4	49,051	1,571	3,924	1,509	2,393
Lanark	10.6	46,319	29.6	10.1	26.1	20.2	32.3	40.1	9.2	18.5	2.8	11.1	41,721	1,182	2,069	1,611	2,786
Smith Falls	2.5	14,272	14.7	3.9	19.4	11.5	42.9	40.8	17.1	26.2	5.9	17.6	18,378	528	725	321	828
Leeds	11.9	51,820	27.7	9.5	26.5	20.5	35.4	44.2	7.9	16.0	2.5	9.8	42,315	1,222	2,353	2,154	2,741
Brockville	4.2	21,708	17.4	5.1	22.8	14.9	43.9	46.1	11.4	19.3	4.5	14.6	22,566	634	1,341	507	1,286
Lenox and Addington	6.2	21,817	39.0	16.6	30.4	29.1	25.4	39.1	4.2	10.4	1.0	4.8	19,045	405	640	1,230	1,299

HIGH SPOT CITIES . . .

The first Friday of each month SALES MANAGEMENT forecasts monthly retail sales for Toronto, Montreal, Vancouver, Winnipeg, Hamilton, Edmonton, Ottawa, Calgary, Quebec City, Regina, Victoria, Windsor, London, Halifax, St. John, and 200 U. S. cities, compares these forecasts with those of the nation and with the actual sales of that city during the same month last year and during the same month of the recent census year. These forecasts enable sales and marketing executives to make sure that their advertising dollars are scheduled to be spent in those markets which promise the best return from their investment.

PROVINCES COUNTIES CITIES	Households (thousands)	NET CASH INCOME—SM ESTIMATES, 1958: Net Cash Income ($000)	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.	RETAIL SALES—SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Lincoln	**33.0**	**181,974**	**13.0**	**3.8**	**20.3**	**12.4**	**45.7**	**45.0**	**15.9**	**25.3**	**4.2**	**13.5**	**101,019**	**2,780**	**7,023**	**3,940**	**5,075**
St. Catherines	12.1	75,123	10.0	2.3	18.0	9.8	46.7	40.9	17.6	24.9	7.7	22.1	72,065	1,702	5,093	2,122	3,107
Manitoulin	**2.8**	**8,951**	**45.3**	**21.1**	**31.7**	**33.5**	**18.7**	**31.9**	**3.5**	**9.5**	**0.8**	**4.0**	**8,136**	**277**	**322**	**1,359**	**990**
Middlesex	**54.9**	**298,037**	**15.9**	**4.4**	**21.5**	**13.3**	**44.2**	**44.3**	**13.4**	**21.6**	**5.0**	**16.4**	**207,740**	**5,614**	**14,706**	**8,301**	**12,005**
London	29.1	166,141	13.7	3.5	20.5	12.1	45.6	43.4	14.1	21.7	6.1	19.3	171,521	4,640	13,029	5,488	9,290
Muskoka	**7.2**	**25,437**	**40.3**	**17.0**	**29.8**	**28.5**	**23.0**	**35.4**	**5.9**	**14.6**	**1.0**	**4.5**	**30,852**	**1,237**	**1,352**	**1,661**	**2,507**
Nipissing	**15.2**	**74,034**	**21.9**	**6.7**	**23.4**	**16.2**	**39.2**	**43.7**	**12.4**	**22.3**	**3.1**	**11.1**	**60,677**	**2,114**	**4,154**	**3,032**	**2,906**
North Bay	5.6	32,288	13.9	3.6	19.2	11.3	43.5	40.9	17.5	26.6	5.9	17.6	39,062	1,296	3,051	988	1,467
Norfolk	**13.9**	**52,134**	**36.8**	**14.7**	**29.4**	**26.4**	**26.9**	**38.9**	**5.1**	**12.0**	**1.8**	**8.0**	**48,010**	**1,434**	**2,909**	**2,195**	**4,341**
Simcoe	2.6	12,646	22.6	6.9	24.1	16.7	38.7	43.3	10.4	18.7	4.2	14.4	23,810	715	2,244	742	1,091
Northumberland	**11.3**	**43,182**	**33.0**	**12.9**	**29.0**	**25.6**	**31.9**	**45.3**	**5.0**	**11.5**	**1.1**	**4.7**	**28,638**	**784**	**1,201**	**1,807**	**2,232**
Ontario	**31.5**	**180,651**	**13.1**	**3.4**	**18.9**	**11.1**	**44.7**	**42.4**	**18.6**	**28.4**	**4.7**	**14.7**	**107,029**	**2,618**	**5,956**	**3,826**	**9,152**
Oshawa	14.3	86,951	7.8	1.9	16.1	8.9	48.6	43.4	23.5	33.9	4.0	11.9	69,210	1,734	5,116	1,869	5,748
Oxford	**19.2**	**84,011**	**24.5**	**8.4**	**26.8**	**20.6**	**40.4**	**50.2**	**6.1**	**12.3**	**2.2**	**8.5**	**78,840**	**1,901**	**4,056**	**2,781**	**6,669**
Tillsonburg	2.0	8,976	23.6	7.9	25.7	19.3	40.1	48.5	8.6	16.8	2.0	7.5	17,510	331	922	524	1,804
Woodstock	5.6	27,354	19.7	6.1	24.8	17.1	43.5	48.4	7.9	14.1	4.1	14.3	29,165	745	2,368	898	2,290
Parry Sound	**7.2**	**26,018**	**36.8**	**15.2**	**29.8**	**27.8**	**27.8**	**41.8**	**4.8**	**11.6**	**0.8**	**3.6**	**18,556**	**798**	**948**	**1,713**	**1,914**
Parry Sound	1.5	6,499	24.5	8.5	26.1	20.3	40.0	50.1	8.2	16.6	1.2	4.5	9,464	429	539	27	809

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

ONTARIO PROVINCES COUNTIES CITIES (continued)	Households (thousands)	NET CASH INCOME— SM ESTIMATES, 1958 Net Cash Income ($000)	Income Breakdown of Households $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.	RETAIL SALES— SM ESTIMATES, 1958 Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Peel	**26.1**	**183,112**	**15.4**	**3.9**	**20.3**	**11.7**	**42.3**	**39.1**	**14.8**	**22.1**	**7.2**	**23.2**	**57,862**	**1,457**	**1,828**	**4,582**	**6,167**
Brampton	3.6	20,202	13.9	3.7	20.9	12.6	46.1	44.6	14.0	21.9	5.1	17.2	19,046	442	717	553	950
Perth	**16.3**	**43,527**	**21.9**	**7.3**	**25.8**	**19.3**	**42.7**	**51.4**	**7.6**	**14.8**	**2.0**	**7.2**	**64,560**	**1,888**	**3,395**	**2,462**	**3,617**
Stratford	6.0	30,778	13.2	3.9	23.2	15.2	50.7	53.7	9.6	16.3	3.3	10.9	32,377	1,174	2,502	1,063	754
Peterborough	**18.7**	**97,061**	**15.0**	**4.3**	**22.2**	**14.4**	**46.9**	**49.1**	**12.7**	**21.4**	**3.2**	**10.8**	**68,428**	**1,664**	**4,878**	**3,571**	**5,465**
Peterborough	12.1	67,208	11.1	3.0	20.5	12.4	49.7	48.6	14.5	23.0	4.2	13.0	57,897	1,513	4,782	1,904	4,266
Prescott	**6.2**	**23,974**	**33.4**	**12.9**	**28.2**	**24.7**	**30.4**	**42.6**	**7.1**	**16.0**	**0.9**	**3.8**	**20,346**	**617**	**909**	**641**	**949**
Prince Edward	**6.3**	**22,705**	**38.3**	**15.9**	**29.7**	**27.8**	**25.6**	**38.5**	**5.3**	**12.9**	**1.1**	**4.9**	**16,077**	**357**	**738**	**969**	**1,096**
Rainy River	**7.1**	**36,086**	**18.0**	**5.3**	**21.2**	**14.1**	**42.1**	**45.0**	**16.6**	**28.6**	**2.1**	**7.0**	**25,422**	**798**	**1,555**	**255**	**1,956**
Renfrew	**20.1**	**80,341**	**32.5**	**12.2**	**28.0**	**23.5**	**31.0**	**42.1**	**6.7**	**14.7**	**1.8**	**7.5**	**68,995**	**2,001**	**3,947**	**2,837**	**3,994**
Pembroke	3.8	14,797	32.9	12.6	29.0	25.1	31.8	44.4	4.5	10.1	1.8	7.8	23,502	700	2,076	515	858
Russell	**4.3**	**13,308**	**45.8**	**22.1**	**32.6**	**35.4**	**19.2**	**33.8**	**1.7**	**4.9**	**0.7**	**3.8**	**8,547**	**251**	**139**	**264**	**127**
Simcoe	**35.5**	**145,649**	**30.1**	**10.9**	**27.5**	**22.7**	**33.9**	**44.9**	**6.8**	**14.6**	**1.7**	**6.9**	**142,717**	**4,817**	**6,887**	**5,988**	**10,936**
Barrie	5.6	28,127	18.8	5.6	22.7	15.3	42.5	45.9	12.7	22.1	3.3	11.1	38,497	1,062	2,247	1,062	3,107
Orillia	4.0	17,862	26.5	8.9	26.4	19.9	36.4	44.3	7.3	14.3	3.4	12.6	27,838	985	2,048	1,000	2,554
Stormont	**14.7**	**70,572**	**18.3**	**5.7**	**24.0**	**16.9**	**45.3**	**51.2**	**10.3**	**18.8**	**2.1**	**7.4**	**54,048**	**1,578**	**3,906**	**1,395**	**3,379**
Cornwall	9.6	49,226	15.7	4.6	23.3	14.7	46.3	49.0	12.7	21.7	3.0	10.0	36,506	853	3,441	553	2,664
Sudbury	**35.7**	**213,482**	**9.6**	**2.4**	**16.0**	**9.0**	**46.4**	**42.2**	**24.4**	**35.8**	**3.6**	**10.6**	**118,389**	**3,952**	**8,117**	**3,068**	**6,200**
Sudbury	11.7	69,372	8.6	2.2	16.9	9.5	48.8	44.7	21.9	32.5	3.8	11.1	81,124	2,911	7,602	1,272	4,947
Thunder Bay	**32.9**	**176,564**	**14.8**	**4.1**	**20.9**	**13.2**	**45.3**	**45.8**	**15.4**	**25.1**	**3.6**	**11.8**	**113,650**	**4,046**	**7,019**	**2,350**	**2,887**
Fort William	10.6	58,062	13.4	3.6	20.6	12.7	46.9	46.5	15.0	24.1	4.1	13.1	41,490	1,864	3,507	909	1,345
Port Arthur	10.8	56,580	15.8	4.5	22.0	14.2	45.4	47.0	13.1	22.0	3.7	12.3	47,657	1,330	3,034	943	1,298
Timiskaming	**12.6**	**63,788**	**18.9**	**4.7**	**27.3**	**16.2**	**55.7**	**50.3**	**13.6**	**19.8**	**3.5**	**10.0**	**43,699**	**1,312**	**2,854**	**1,467**	**1,973**
Victoria	**8.6**	**33,922**	**32.9**	**12.4**	**27.9**	**23.9**	**30.6**	**42.2**	**7.3**	**16.2**	**1.3**	**5.3**	**34,250**	**1,008**	**1,200**	**1,534**	**2,217**
Lindsay	3.1	14,343	23.4	7.6	24.6	17.9	38.9	45.6	10.7	20.4	2.4	8.5	22,947	734	1,119	396	1,507
Waterloo	**42.0**	**219,980**	**15.5**	**4.4**	**23.2**	**14.9**	**47.2**	**49.0**	**9.5**	**16.0**	**4.6**	**15.7**	**154,430**	**4,479**	**12,283**	**5,949**	**12,975**
Galt	7.2	38,173	14.5	4.1	23.0	14.7	48.1	49.3	9.6	15.8	4.8	16.1	25,267	623	2,112	910	1,684
Kitchener	17.9	97,949	13.5	3.6	22.1	13.7	48.2	47.9	10.9	17.4	5.3	17.4	73,024	1,484	8,314	2,537	5,701
Waterloo	4.7	29,036	10.4	2.5	20.2	11.0	48.4	42.6	11.6	16.5	9.4	27.4	13,710	655	495	587	2,912
Welland	**42.8**	**238,240**	**10.8**	**2.9**	**19.4**	**11.8**	**49.2**	**46.1**	**17.4**	**27.4**	**3.2**	**9.8**	**129,822**	**4,889**	**8,640**	**4,704**	**9,757**
Niagara Falls	6.5	37,365	11.3	3.0	19.0	11.1	47.2	44.6	17.8	27.1	4.7	14.2	44,074	1,673	3,639	1,112	2,523
Port Colborne	4.3	25,330	7.8	2.0	17.4	9.9	50.3	46.4	20.8	30.9	3.7	10.8	12,426	307	1,105	307	989
Welland	4.5	30,041	5.1	1.1	16.4	8.4	50.4	41.0	18.2	23.8	9.9	25.7	31,681	731	2,686	645	2,524
Wellington	**21.1**	**100,061**	**21.0**	**6.6**	**24.6**	**17.5**	**42.1**	**48.2**	**9.5**	**17.6**	**2.8**	**10.1**	**66,784**	**2,107**	**5,099**	**2,447**	**5,064**
Guelph	9.8	55,005	14.7	3.9	22.0	13.2	45.6	44.2	10.3	16.1	7.4	22.6	39,593	1,223	4,320	907	2,461
Wentworth	**86.7**	**496,621**	**11.8**	**3.1**	**19.5**	**11.4**	**47.3**	**44.9**	**16.5**	**25.2**	**4.9**	**15.4**	**312,273**	**14,799**	**22,213**	**11,851**	**16,308**
Hamilton	66.5	385,642	11.3	2.9	19.5	11.3	47.6	44.6	16.3	24.7	5.3	16.5	283,635	12,047	21,759	9,379	13,851

ONTARIO PROVINCES COUNTIES CITIES (continued)	Households (thousands)	NET CASH INCOME—SM ESTIMATES, 1958 Net Cash Income ($000)	Income Breakdown of Households $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.	RETAIL SALES—SM ESTIMATES, 1958 Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
York	386.9	2,551,275	12.5	2.9	18.6	9.7	43.4	36.7	16.2	22.1	9.3	28.6	2,025,491	92,985	128,346	65,713	89,041
Leaside	5.0	48,939	4.6	0.7	7.5	2.6	33.0	18.3	28.7	25.7	26.2	52.7	25,131	1,606	1,319	821	708
New Toronto	2.7	17,744	7.8	1.8	16.8	8.6	48.0	39.7	19.4	25.8	8.0	24.1	30,127	1,298	2,761	397	1,646
Toronto	156.2	1,089,856	14.1	3.0	19.3	9.3	39.9	31.1	12.0	15.1	14.7	41.5	1,545,144	76,283	109,866	31,495	45,602
Weston	2.6	18,923	7.5	1.6	14.0	6.5	43.4	32.4	23.6	28.4	11.5	31.1	22,594	422	1,602	303	2,221
Total Above Cities	633.4	3,829,724	13.5	3.3	19.8	11.1	44.1	39.6	14.7	21.3	7.9	24.7	3,942,851	158,059	303,256	97,822	181,542
Province Total	1,504.6	8,200,980	17.4	4.8	21.6	13.4	42.0	41.8	13.8	22.1	5.2	17.9	5,798,167	219,123	366,425	212,214	333,039
MANITOBA—																	
Division 1	6.2	18,460	40.1	19.1	37.6	40.6	20.8	38.1	1.5	4.1	0.0	0.8	19,565	134	400	214	2,288
Division 2	9.3	27,690	42.0	20.1	37.9	40.8	17.2	29.8	2.5	6.9	0.4	2.4	31,253	558	416	904	3,838
Division 3	6.1	18,985	39.2	17.9	36.9	38.0	20.3	33.8	3.3	8.8	0.3	1.5	15,438	340	211	181	1,822
Division 4	4.2	13,540	36.0	15.8	35.4	35.3	25.6	41.1	3.0	7.6	0.0	.2	13,840	417	467	174	1,722
Division 5	17.0	76,690	16.8	5.2	25.0	17.8	47.4	54.4	9.4	17.3	1.4	5.3	21,745	501	407	1,006	1,626
Division 6	99.8	521,444	16.8	4.6	23.5	14.4	43.1	42.6	10.5	16.7	6.1	21.7	421,196	15,439	22,101	7,796	26,861
Portage la Prairie	2.9	11,105	28.9	10.7	31.3	26.3	33.1	44.6	5.3	11.6	1.4	6.8	16,039	573	728	213	871
St. Boniface	7.7	41,574	14.7	3.9	21.8	12.9	44.8	42.9	12.7	19.6	6.0	20.7	14,760	967	505	549	2,622
Winnipeg	71.9	383,188	16.6	4.4	23.3	14.0	43.0	41.7	10.2	16.0	6.9	23.0	365,013	13,229	20,509	6,348	19,874
Division 7	12.5	54,186	21.7	7.1	27.0	20.0	40.6	48.4	8.7	16.7	2.0	7.8	43,887	1,969	3,617	868	2,357
Brandon	6.9	32,239	18.2	5.5	24.9	17.2	44.0	48.6	9.8	17.5	3.1	11.2	32,926	1,603	3,515	317	1,239
Division 8	6.5	25,989	26.2	9.0	29.2	23.4	37.2	48.0	7.4	15.4	1.0	4.1	16,277	648	507	310	2,269
Division 9	20.0	98,705	16.4	5.0	24.0	16.5	46.6	51.8	11.2	20.1	1.8	6.6	44,597	2,132	1,253	1,647	9,352
Division 10	5.2	16,770	36.9	16.3	35.4	35.2	23.6	37.8	4.0	10.4	0.1	.3	15,990	546	536	262	1,294
Division 11	7.3	24,979	35.3	14.7	33.9	31.7	24.4	36.8	5.9	14.5	0.5	2.3	22,455	620	224	258	1,879
Division 12	6.0	18,949	39.0	17.5	36.1	36.7	20.6	33.8	4.0	10.6	0.3	1.4	12,587	256	64	71	684
Division 13	6.4	24,548	29.4	10.9	30.7	25.7	31.2	42.0	7.6	16.6	1.1	4.8	19,784	717	1,401	197	1,326
Dauphin	1.8	8,086	21.9	6.9	26.1	18.6	38.2	43.9	11.1	20.5	2.7	10.0	13,249	554	1,400		820

MANITOBA PROVINCES COUNTIES CITIES (continued)	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
		NET CASH INCOME—SM ESTIMATES, 1958	Income Breakdown of Households										RETAIL SALES—SM ESTIMATES, 1958				
Division 14	6.3	19,580	38.7	17.7	36.5	37.7	21.9	36.4	2.8	7.8	0.1	.7	17,686	500	83	242	2,393
Division 15	3.3	10,211	39.4	18.1	36.5	37.9	20.5	34.3	3.5	9.4	0.1	.3	10,748	295	253	239	1,022
Division 16	12.3	68,835	12.4	3.1	16.0	9.3	41.9	38.7	26.7	39.8	3.0	9.1	26,444	1,803	728	511	2,527
Total Above Cities	91.2	476,192	17.1	4.6	23.6	14.5	42.8	42.4	10.2	16.4	6.3	22.1	441,987	16,926	26,657	7,427	25,426
Province Total	229.2	1,037,570	22.6	7.1	26.8	19.0	37.9	43.3	9.4	17.3	3.3	13.3	753,452	26,823	32,668	14,690	63,040

SASKATCHEWAN—

The "SM" symbols represent original, exclusive estimates by SALES MANAGEMENT.

SASKATCHEWAN	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Division 1	9.6	41,630	24.0	8.0	27.1	20.5	36.9	44.9	10.4	20.3	1.6	6.3	32,157	1,118	416	929	3,020
Division 2	8.4	36,930	22.7	7.7	25.7	19.7	42.6	52.5	7.8	15.4	1.2	4.7	35,695	1,186	780	1,272	3,190
Weyburn	1.6	7,730	16.8	5.0	18.8	12.7	52.0	56.8	10.3	18.2	2.1	4.3	14,958	508	527	61	797
Division 3	7.7	31,443	26.9	9.6	30.4	24.4	34.1	44.0	6.5	13.5	2.1	8.5	28,556	939	293	326	2,789
Division 4	4.7	18,502	29.6	10.9	33.3	27.6	28.9	38.7	5.9	12.8	2.3	10.0	12,662	523	271	622	1,100
Division 5	12.3	51,798	24.8	8.6	28.0	21.8	35.7	44.7	10.5	21.1	1.0	3.8	45,160	1,748	503	972	3,952
Division 6	34.5	188,159	15.5	4.1	17.4	10.5	47.2	45.6	14.9	23.2	5.0	16.6	196,944	5,951	11,882	4,882	8,353
Regina	25.6	146,966	13.4	3.4	15.2	8.7	49.1	45.1	16.3	24.1	6.0	18.7	153,525	4,656	11,293	2,776	4,666
Division 7	15.3	79,070	15.9	4.5	18.0	11.5	49.0	50.7	14.3	23.9	2.8	9.4	54,110	1,962	2,320	1,312	2,187
Moose Jaw	8.5	46,365	12.9	3.4	14.5	8.7	52.1	50.3	17.0	26.5	3.5	11.0	37,919	1,689	2,309	598	1,208
Division 8	10.9	51,316	22.0	6.8	24.8	17.2	41.0	45.9	8.1	14.7	4.1	15.3	30,320	1,349	1,071	893	3,432
Swift Current	3.4	19,345	16.6	4.2	18.8	10.9	44.8	41.5	11.2	16.7	8.6	26.7	15,991	655	806	371	826
Division 9	13.6	56,864	24.7	8.6	27.8	21.7	38.0	47.9	8.3	17.0	1.2	4.8	47,952	1,894	1,159	1,437	3,282
Yorkton	2.3	10,861	19.3	5.9	21.8	15.1	45.8	51.1	10.7	19.4	2.4	8.5	18,255	818	713	220	771
Division 10	9.1	35,654	28.3	10.5	32.1	26.8	31.6	42.5	6.5	14.0	1.5	6.2	32,039	905	316	544	2,357
Division 11	28.5	151,031	15.3	4.2	17.3	10.6	48.7	48.5	14.7	23.6	4.0	13.1	117,824	3,801	5,743	1,743	8,435
Saskatoon	21.9	120,803	13.9	3.7	15.7	9.2	50.0	47.8	15.7	24.2	4.7	15.1	89,846	2,992	5,371	1,297	5,847
Division 12	7.3	32,752	22.1	7.1	24.9	18.2	40.0	47.0	11.4	21.6	1.6	6.1	24,883	697	3,587	903	2,080
Division 13	8.5	36,492	23.7	8.0	26.6	20.4	39.1	48.0	9.2	18.1	1.4	5.5	31,020	970	420	389	3,702
Division 14	13.8	51,790	29.5	11.4	33.2	28.9	30.9	43.5	5.6	12.7	0.8	3.5	55,246	1,800	1,217	1,364	3,894
Division 15	19.8	87,735	22.0	7.2	24.9	18.5	41.8	49.7	9.6	18.4	1.7	6.2	68,340	2,167	1,906	1,618	5,627
Prince Albert	5.8	29,624	15.7	4.5	17.7	11.3	50.2	51.8	13.2	22.0	3.2	10.4	28,493		1,736	656	2,458
Division 16	11.1	46,460	25.1	8.7	28.2	22.1	37.5	47.2	7.6	15.5	1.6	6.5	40,054	967	1,098	1,025	2,561
North Battleford	2.6	12,726	19.1	5.6	21.5	14.5	44.1	47.5	11.8	20.5	3.5	11.9	18,119	613	809	561	1,208
Division 17	7.0	30,459	26.9	9.8	30.4	24.8	34.9	45.9	6.3	13.4	1.5	6.1	28,503	926	428	406	14,562
Division 18	4.3	22,065	19.2	5.4	21.7	13.9	34.2	35.1	22.3	36.9	2.6	8.7	4,735	169	26	103	66
Total Above Cities	71.7	394,420	14.4	3.8	16.1	9.6	49.4	47.4	15.2	23.5	4.9	15.7	377,106	1,931	23,564	6,540	17,781
Province Total	227.0	1,048,147	21.7	6.8	24.3	17.2	40.8	46.7	10.7	19.8	2.5	9.5	895,219	9,161	33,408	20,780	74,549

ALBERTA—

ALBERTA	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Division 1	11.8	48,504	28.1	9.9	29.9	23.8	32.3	41.3	7.3	15.1	2.4	9.9	43,279	787	2,140	976	3,143
Medicine Hat	6.6	29,357	22.5	7.4	28.5	20.9	37.2	44.1	9.1	17.4	2.7	10.2	26,567	534	1,721	507	1,829
Division 2	21.2	90,946	24.6	8.3	29.7	22.8	35.6	43.7	7.6	15.0	2.6	10.2	96,935	2,954	5,908	2,394	7,872
Lethbridge	8.9	43,470	18.0	5.4	27.1	18.1	40.3	43.5	10.3	17.9	4.3	15.1	51,694	1,672	3,880	986	4,428
Division 3	5.1	19,222	30.5	11.8	31.4	27.1	31.2	43.6	6.1	13.9	0.8	3.6	16,566	406	388	340	1,520
Division 4	8.2	32,833	29.0	10.5	29.9	24.4	31.9	42.1	7.6	16.2	1.6	6.8	26,850	647	818	779	2,869
Division 5	5.0	22,389	18.8	6.1	27.1	19.8	41.6	49.0	11.7	22.2	0.8	2.9	13,103	282	172	206	936
Division 6	82.2	425,586	16.1	4.5	26.4	16.7	41.3	42.1	10.7	17.6	5.5	19.1	346,244	9,953	22,829	9,885	25,189
Calgary	58.9	323,561	14.0	3.8	25.2	15.0	42.3	40.6	11.6	18.0	6.9	22.6	246,263	6,802	17,426	5,858	17,634
Division 7	8.6	31,075	32.7	13.1	32.2	29.1	29.4	42.9	5.1	12.1	0.6	2.8	32,035	853	452	645	3,278
Division 8	23.0	91,573	28.6	10.4	30.7	26.2	32.3	42.8	6.6	14.2	1.8	7.4	114,779	2,907	5,189	3,110	9,133
Camrose	1.6	6,833	24.6	8.4	30.1	23.1	35.5	43.8	7.1	14.2	2.7	10.5	16,778	465	354	483	992
Red Deer	4.7	20,712	21.5	7.0	29.4	21.9	38.6	46.2	8.1	15.7	2.4	9.2	25,743	618	1,315	275	1,914
Wetaskiwin	1.4	6,136	26.4	8.9	28.8	21.5	32.8	39.4	8.3	16.1	3.7	14.1	17,395	375	398	70	1,429
Division 9	8.9	34,064	31.8	12.1	29.4	25.1	29.5	40.7	8.5	18.8	0.8	3.3	20,337	590	272	693	1,716
Division 10	13.5	50,951	30.7	11.8	31.6	27.4	30.9	43.1	5.7	12.9	1.1	4.8	41,361	952	693	743	4,149
Division 11	86.6	436,767	17.7	5.1	26.3	17.1	40.2	42.1	11.0	18.6	4.8	17.2	364,221	9,967	20,445	10,762	25,505
Edmonton	67.4	354,057	15.9	4.4	25.5	15.9	41.2	41.3	11.7	19.0	5.7	19.4	284,919	8,040	18,001	7,642	18,381
Division 12	5.2	23,586	21.6	6.9	25.6	18.5	38.2	44.4	13.0	24.5	1.6	5.7	12,244	402	316	219	759
Division 13	7.7	25,080	39.2	12.5	32.9	33.0	23.8	38.3	4.3	11.2	0.0	0.0	19,014	301	346	117	1,291
Division 14	12.7	45,982	34.0	13.6	31.3	28.3	28.0	40.8	6.0	14.2	0.7	3.1	38,261	823	387	587	2,526
Division 15	6.1	23,062	34.3	13.2	30.2	26.1	26.8	37.4	7.0	15.6	1.7	7.7	19,924	642	356	320	1,189
Division 16	10.5	38,917	31.6	12.4	31.7	28.0	30.2	43.0	5.5	12.8	0.9	3.8	32,410	936	521	470	1,967
Division 17	2.5	8,932	32.8	13.3	31.8	29.2	29.6	43.7	5.8	13.8	0.0	0.0	2,860	33	76	55	86
Total Above Cities	149.5	784,126	15.9	4.4	25.8	16.1	41.2	41.4	11.3	18.3	5.8	19.8	669,359	18,506	43,095	15,821	46,607
Province Total	318.8	1,449,539	22.9	7.3	28.3	20.4	36.4	42.2	9.0	16.9	3.4	13.2	1,240,428	33,444	61,297	32,319	93,139

BRITISH COLUMBIA

PROVINCES COUNTIES CITIES	Households (thousands)	Net Cash Income ($000)	NET CASH INCOME— SM ESTIMATES, 1958 — Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.	RETAIL SALES— SM ESTIMATES, 1958: Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Division 1	**9.3**	**41,562**	**15.9**	**5.0**	**33.8**	**24.0**	**39.0**	**44.6**	**8.6**	**16.0**	**2.7**	**10.4**	**33,211**	**1,616**	**1,213**	**1,187**	**1,871**
Division 2	**21.0**	**940,059**	**18.7**	**5.9**	**31.7**	**22.5**	**37.6**	**43.0**	**8.8**	**16.2**	**3.2**	**12.5**	**71,379**	**2,740**	**2,924**	**1,282**	**4,386**
Nelson	2.4	11,431	14.8	4.4	32.3	21.6	39.3	42.2	9.1	15.8	4.4	16.0	20,302	705	1,112	247	683
Trail	3.6	17,934	8.8	2.4	31.8	20.3	44.7	45.9	11.1	18.5	3.7	12.9	21,536	941	992		1,166
Division 3	**28.3**	**97,719**	**35.8**	**14.6**	**33.1**	**30.4**	**25.2**	**37.4**	**4.4**	**10.5**	**1.5**	**7.1**	**110,653**	**3,669**	**4,861**	**2,963**	**8,848**
Kelowna	3.4	14,452	26.7	8.8	33.2	24.8	29.4	35.4	5.5	10.7	5.2	20.2	22,518	644	1,388	353	2,542
Penticton	4.0	16,149	24.1	8.4	33.6	26.4	33.2	42.0	6.8	14.0	2.3	9.2	22,142	690	1,215	339	1,915
Vernon	2.9	10,215	33.2	13.3	34.3	30.9	26.6	38.5	4.5	10.5	1.4	6.8	22,473	862	1,070	170	1,881
Division 4	**259.5**	**1,177,534**	**20.8**	**6.4**	**33.8**	**23.6**	**33.7**	**38.0**	**6.7**	**12.3**	**5.0**	**19.7**	**967,210**	**36,901**	**46,233**	**29,640**	**47,288**
Chilliwack	2.7	9,929	35.6	13.6	31.8	27.5	25.1	34.9	4.7	10.5	2.8	13.5	25,361	627	1,320	169	1,199
New Westminster	10.0	29,005	62.1	30.1	22.9	25.1	9.2	16.1	2.1	6.0	3.7	22.7	70,620	2,185	4,689	1,169	5,831
Vancouver	119.5	590,085	19.5	5.5	32.4	20.9	33.6	34.9	7.0	11.7	7.5	27.0	661,400	26,722	34,412	16,230	22,146
Division 5	**86.0**	**374,415**	**19.6**	**6.4**	**34.5**	**25.1**	**35.3**	**41.4**	**7.2**	**13.6**	**3.4**	**13.5**	**267,857**	**9,846**	**13,131**	**8,088**	**14,347**
Nanaimo	5.1	21,828	23.1	7.6	33.5	24.8	33.0	30.5	6.7	13.0	3.7	15.1	26,290	883	1,396	765	1,627
Port Alberni	3.1	15,190	12.2	3.5	33.9	22.0	40.1	41.9	8.8	14.9	5.0	17.8	14,915	552	831	159	1,287
Victoria	19.3	84,713	21.1	7.0	35.8	25.9	31.9	37.2	5.5	10.4	4.9	19.5	133,763	4,241	8,505	3,557	5,562
Division 6	**17.5**	**66,128**	**29.5**	**11.0**	**33.0**	**27.6**	**29.8**	**40.4**	**5.9**	**13.0**	**1.8**	**8.0**	**53,853**	**1,832**	**1,990**	**669**	**2,386**
Kamloops	2.8	13,393	15.8	4.6	30.6	20.3	39.3	42.0	9.6	16.6	4.7	16.5	22,370	912	1,490	207	1,240
Division 7	**6.1**	**34,185**	**9.5**	**2.4**	**26.2**	**14.8**	**44.7**	**40.8**	**12.6**	**18.8**	**7.0**	**23.4**	**19,071**	**721**	**551**	**141**	**1,323**
Division 8	**20.1**	**77,138**	**29.4**	**10.7**	**33.5**	**27.7**	**29.2**	**39.0**	**5.5**	**11.9**	**2.4**	**10.7**	**70,147**	**2,846**	**2,644**	**1,116**	**4,880**
Prince George	3.2	16,313	15.7	4.3	31.3	19.5	36.9	37.0	8.4	13.7	7.7	25.5	23,596	1,087	1,427	69	1,094
Division 9	**10.2**	**48,546**	**16.0**	**4.7**	**31.2**	**20.9**	**39.1**	**42.0**	**9.4**	**16.3**	**4.3**	**16.1**	**23,010**	**1,062**	**1,486**	**193**	**1,030**
Prince Rupert	3.3	15,897	13.1	3.8	31.2	20.6	41.6	44.2	10.3	17.6	3.8	13.8	16,296	853	1,367	116	727
Division 10	**6.9**	**26,817**	**29.0**	**10.5**	**29.5**	**24.2**	**32.2**	**42.4**	**7.8**	**16.6**	**1.5**	**6.3**	**24,220**	**922**	**349**	**1,113**	**840**
Total Above Cities	185.3	866,534	22.2	6.7	32.3	21.9	32.5	35.5	6.7	11.9	6.3	24.0	1,103,582	41,904	61,214	23,610	48,900
Province Total	**464.9**	**2,038,103**	**21.9**	**7.0**	**33.5**	**24.3**	**33.6**	**39.3**	**6.9**	**13.0**	**4.1**	**16.4**	**1,620,011**	**62,134**	**75,282**	**46,418**	**86,899**

YUKON—NORTHWEST TERRITORIES—

	Households (thousands)	Net Cash Income ($000)	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.	Total Retail Sales ($000)	Eating & Drink. Places ($000)	Apparel ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre ($000)
Yukon-Northwest Territories	**6.9**	**27,919**	**28.8**	**10.3**	**30.9**	**25.1**	**31.9**	**41.6**	**5.8**	**12.2**	**2.6**	**10.8**	**18,133**	**649**	**161**		**361**
Territory Total	**6.9**	**27,919**	**28.8**	**10.3**	**30.9**	**25.1**	**31.9**	**41.6**	**5.8**	**12.2**	**2.6**	**10.8**	**18,133**	**649**	**161**		**361**

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